ESTTA Tracking number:

ESTTA439140 11/02/2011

Filing date:

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Lance Armstrong Foundation
Granted to Date of previous extension	11/02/2011
Address	2201 E. 6th Street Austin, TX 78702 UNITED STATES

Attorney	Heather A. Dunn, Esq.
information	DLA Piper LLP (US)
	555 Mission Street, Suite 2400
	San Francisco, CA 94105
	UNITED STATES
	tmfilings@dlapiper.com, heather.dunn@dlapiper.com,
	dash.mclean@dlapiper.com, jeremy.lane@dlapiper.com

Applicant Information

Application No	85248707	Publication date	07/05/2011
Opposition Filing Date	11/02/2011	Opposition Period Ends	11/02/2011
Applicants	Anthony Petrone 2915 East Beryl Avenue Phoenix, AZ 85028 UNITED STATES David Schoelles 2915 East Beryl Avenue Phoenix, AZ 85028 UNITED STATES		

Goods/Services Affected by Opposition

Class 025.

All goods and services in the class are opposed, namely: Adult novelty gag clothing item, namely, socks; Bandanas; Belts; Board shorts; Boots; Boxer shorts; Button down shirts; Camp shirts; Cargo pants; Coats; Flip flops; Gloves; Gloves as clothing; Gym pants; Hats; Headbands for clothing; Headgear, namely, hats, caps, beanies and do rags; Hooded pullovers; Hooded sweat shirts; Jackets; Jeans; Lab coats; Mittens; Pants; Polo shirts; Rain coats; Shirts; Shoes; Short sets; Short-sleeved or long-sleeved t-shirts; Shorts; Skirts; Skirts and dresses; Sleep pants; Sleep shirts; Socks; Sweat pants; Sweat shirts; Sweat shorts; Sweaters; Sweatshirts; T-shirts; Tank tops; Ties; Tops; Underwear; Wind coats; Wind shirts

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)	
Dilution	Trademark Act section 43(c)	

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3202553	Application Date	05/07/2004
Registration Date	01/23/2007	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		
Design Mark			
	LIVEST	rong	
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2006/07/15 First Use In Commerce: 2006/07/15 Bicycle helmets Class 025. First use: First Use: 2005/06/01 First Use In Commerce: 2005/06/01 Clothing articles, namely, shirts, jackets, pants, shorts and jerseys, and sweatshirts, and pullovers; socks; headwear, namely, hats, caps, visors Class 041. First use: First Use: 2004/05/31 First Use In Commerce: 2004/05/31 Educational services, namely, organizing and conducting conferences in the field of cancer, cancer recovery and survival		

U.S. Registration No.	3680140	Application Date	09/20/2006
Registration Date	09/08/2009	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		
Design Mark	LIVES	STR	ONG
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Us	e: 2007/11/30 First U	se In Commerce: 2007/11/30
	Gloves; Jogging pants; Joggi suits	ng suits; Scarves; Sh	oes; Track suits; Warm up

U.S. Registration No.	3306990	Application Date	05/23/2006
Registration Date	10/09/2007	Foreign Priority	NONE

	Date
Word Mark	NONE
Design Mark	
Description of Mark	The mark consists of a band of the color yellow as it appears on a single sleeve of a shirt. The matter shown in broken lines is used to show placement of the mark and is not a feature of the mark. The color yellow appears on the edge of a single sleeve of the shirt.
Goods/Services	Class 025. First use: First Use: 2005/07/31 First Use In Commerce: 2005/07/31 cyclists' jerseys, sport jerseys, shirts, short sleeve and long sleeve t-shirts, sport shirts; cyclists' jerseys, sport jerseys, shirts, short sleeve and long sleeve t-shirts, sport shirts, all for use in fundraising and education in the field of cancer, cancer research, cancer recovery and survival

U.S. Registration No.	3306989	Application Date	05/23/2006
Registration Date	10/09/2007	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of a band of the color yellow as it appears on a single leg of a pair of pants. The matter shown in broken lines is used to show placement of the mark and is not a feature of the mark. The color yellow appears on the edge of a single leg of the pants.		
Goods/Services	Class 025. First use: First Us	e: 2005/07/31 First U	lse In Commerce: 2005/07/31
	pants, sport pants, and sport tights; pants, sport pants, and sport tights, all for use in fundraising and education in the field of cancer, cancer research, cancer recovery and survival		

U.S. Registration No.	3306985	Application Date	05/22/2006
Registration Date	10/09/2007	Foreign Priority Date	NONE

Word Mark	NONE
Design Mark	
Description of Mark	The mark consists of a band of the color yellow as it appears on a single sleeve of a shirt. The matter shown in broken lines is used to show placement of the mark and is not a feature of the mark. The color yellow appears on the edge of a single sleeve of the shirt.
Goods/Services	Class 025. First use: First Use: 2005/07/31 First Use In Commerce: 2005/07/31
	cyclists' jerseys, sport jerseys, shirts, short sleeve and long sleeve t-shirts, sport shirts; cyclists' jerseys, sport jerseys, shirts, short sleeve and long sleeve t-shirts, sport shirts, all for use in fundraising and education in the field of cancer, cancer research, cancer recovery and survival

			,
U.S. Registration No.	3293940	Application Date	05/22/2006
Registration Date	09/18/2007	Foreign Priority Date	NONE
Word Mark	NONE	•	•
Design Mark	INOINE		
Description of Mark	The mark consists of a band of the color yellow as it appears on a single leg of a pair of shorts. The matter shown in broken lines is used to show placement of the mark and is not a feature of the mark. The color yellow appears on the edge of a single leg portion of the goods.		
Goods/Services	Class 025. First use: First Use: 2005/07/31 First Use In Commerce: 2005/07/31		
	shorts and cycling shorts; shorts and cycling shorts for use in fundraising and education in the field of cancer, cancer research, cancer recovery and survival		

U.S. Registration No.	3302227	Application Date	05/23/2006
Registration Date	10/02/2007	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	The mark consists of a band of the color yellow as it appears on a single leg of pants. The matter shown in broken lines is used to show placement of the mark and is not a feature of the mark. The color yellow appears on the edge of a single pant leg.
Goods/Services	Class 036. First use: First Use: 2005/07/31 First Use In Commerce: 2005/07/31
	Charitable fundraising; charitable fundraising services in the field of cancer, cancer research, cancer recovery and survival

U.S. Registration No.	3306994	Application Date	05/23/2006
Registration Date	10/09/2007	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	"The mark consists of a band of the color yellow as it appears on a single leg of the shorts. The matter shown in broken lines is used to show placement of the mark and is not a feature of the mark. The color yellow appears on the edge of a single leg of the shorts."		
Goods/Services	Class 036. First use: First Use: 2005/07/31 First Use In Commerce: 2005/07/31 Charitable fundraising; charitable fundraising services in the field of cancer, cancer research, cancer recovery and survival		

U.S. Registration No.	3306992	Application Date	05/23/2006
Registration Date	10/09/2007	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	"The mark consists of a band of the color yellow as it appears on a single sleeve of a shirt. The matter shown in broken lines is used to show placement of the mark and is not a feature of the mark. The color yellow appears on the edge of a single sleeve of the shirt."
Goods/Services	Class 036. First use: First Use: 2005/07/31 First Use In Commerce: 2005/07/31 Charitable fundraising; charitable fundraising services in the field of cancer, cancer research, cancer recovery and survival

U.S. Registration No.	3306991	Application Date	05/23/2006
Registration Date	10/09/2007	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of a band of the color yellow as it appears on a single sleeve of a shirt. The matter shown in broken lines is used to show placement of the mark and is not a feature of the mark. The color yellow appears on the edge of a single sleeve of the shirt.		
Goods/Services			Jse In Commerce: 2005/07/31
	Charitable fundraising; charita cancer research, cancer reco	•	ices in the field of cancer,

U.S. Registration No.	3716127	Application Date	03/25/2008
Registration Date	11/24/2009	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		

Design Mark	LIVESTRONG
Description of Mark	NONE
Goods/Services	Class 044. First use: First Use: 2003/12/15 First Use In Commerce: 2003/12/15
	Providing a website featuring information in the field of medical symptoms, medical conditions, medical practice specialties, medical procedures, healthy living, diet, health enhancement, alternative medicine, prescription and overthe-counter drugs, and nutrition; providing a website featuring medical information; Providing a web site featuring information in the field of mental health and wellness; mental health services

U.S. Registration No.	3052284	Application Date	05/07/2004
Registration Date	01/31/2006	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		
Design Mark			
	LIVESTRONG		
Description of Mark	NONE		
Goods/Services	Class 014. First use: First Use: 2004/05/03 First Use In Commerce: 2004/05/03 Jewelry Class 036. First use: First Use: 2003/12/15 First Use In Commerce: 2003/12/15 charitable fundraising services		

U.S. Registration No.	3315119	Application Date	08/05/2005
Registration Date	10/23/2007	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		

Design Mark	LIVESTRONG
Description of Mark	The mark consists of the appearance and three-dimensional design of a rubber wristband with the word LIVESTRONG impressed on the band.
Goods/Services	Class 014. First use: First Use: 2004/05/03 First Use In Commerce: 2004/05/03
	Jewelry

U.S. Registration No.	3296017	Application Date	08/05/2005
Registration Date	09/25/2007	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		
Design Mark	LIVESTR		
Description of Mark	The mark consists of the appearance and three-dimensional design of a rubber wristband with the word LIVESTRONG impressed on the band.		
Goods/Services	Class 036. First use: First Use: 2004/05/03 First Use In Commerce: 2004/05/03 Charitable fundraising services		

U.S. Registration No.	3226837	Application Date	09/02/2005
Registration Date	04/10/2007	Foreign Priority Date	NONE
Word Mark	NONE	-	

Design Mark	
Description of Mark	The mark consists of a three dimensional band in the color yellow.
Goods/Services	Class 036. First use: First Use: 2004/05/03 First Use In Commerce: 2004/05/03
	Charitable fund raising; charitable fundraising services in the field of cancer, cancer research, cancer recovery and survival

U.S. Registration No.	3157452	Application Date	09/02/2005
Registration Date	10/17/2006	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of the color yellow, which is used on bands. The matter shown in broken lines is not part of the mark.		
Goods/Services	Class 036. First use: First Use: 2004/05/03 First Use In Commerce: 2004/05/03 Charitable fund raising; charitable fundraising services in the field of cancer, cancer research, cancer recovery and survival		

U.S. Registration No.	3317268	Application Date	09/02/2005
Registration Date	10/23/2007	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark			
Description of Mark	The mark consists of the color yellow, which is used on bands. The matter shown in broken lines is not part of the mark.		
Goods/Services	Class 014. First use: First Use: 2004/05/03 First Use In Commerce: 2004/05/03		
	Jewelry, namely, wristbands in the nature of a bracelet for use in fundraising and education in the field of cancer, cancer research, cancer recovery and survival		
II.C. Domintuntion	0047007		

U.S. Registration No.	3317267	Application Date	09/02/2005
Registration Date	10/23/2007	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark	NOINE		
Description of Mark	"The mark consists of a three dimensional band in the color yellow. The color yellow appears on the entire surface of the band."		
Goods/Services	Class 014. First use: First Use: 2004/05/03 First Use In Commerce: 2004/05/03		
	Jewelry, namely, wristbands in the nature of a bracelet for use in fundraising and education in the field of cancer, cancer research, cancer recovery and survival		

U.S. Registration No.	3267242	Application Date	09/20/2006
Registration Date	07/24/2007	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		

Design Mark			
	LIVESTRONG		
Description of Mark	NONE		
Goods/Services	Class 021. First use: First Use: 2006/07/01 First Use In Commerce: 2006/07/01 Ceramic vessels, bowls, plates, pots; plates, cups, mugs, bowls, tea kettles, tea pots not made of precious metals		
U.S. Registration No.	3849996	Application Date	02/16/2010
Registration Date	09/21/2010	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		•
Design Mark	LIVES	STR	ONG
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 2010/02/01 First Use In Commerce: 2010/02/01 magazines in the field of cancer, and cancer recovery, prevention, treatment, survival, and awareness; magazines in the field of health, fitness and wellness		
U.S. Application	85021855	Application Date	04/23/2010

U.S. Application No.	85021855	Application Date	04/23/2010
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		

Design Mark	LIVESTRONG
Description of Mark	NONE
Goods/Services	Class 005. First use:
	Nutritionally fortified beverages; nutritional energy bars for use as a meal substitute; meal replacement bars
	Class 029. First use:
	Vegetable-based snack foods; soy-based snack foods; fruit-based snack foods; nut-based snack foods; frozen, prepared, and packaged meals consisting primarily of meat, fish, poultry or vegetables; frozen, prepared, and packaged meals consisting primarily of vegetables; prepared food kits composed of meat, poultry, fish, seafood, and/or vegetables, ready for cooking and assembly as a meal; protein based, nutrient-dense snack bars
	Class 030. First use:
	Whole-grain based snack foods; prepared, and packaged meals consisting primarily of grains; prepared food kits composed of grains, ready for cooking and assembly as a meal
	Class 032. First use:
	Energy drinks; sports drinks, namely, energy drinks; bottled water; flavored bottled water; non-alcoholic beverages, namely, energy drinks and fruit-flavored beverages; concentrates and powders used in the preparation of energy drinks and fruit-flavored beverages

U.S. Registration No.	4049434	Application Date	04/20/2010
Registration Date	11/01/2011	Foreign Priority Date	NONE
Word Mark	TEAM LIVESTRONG		
Design Mark	TEAM L	TEAM LIVESTRONG	
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 2009/02/00 First Use In Commerce: 2009/02/00		

	Charitable fundraising services		
U.S. Application No.	85018297	Application Date	04/20/2010
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	TEAM LIVESTRONG		
	TEAM LIVESTRONG		
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2009/02/00 First Use In Commerce: 2009/02/00 Organization of sports events in the field of running, walking, cycling, and swimming; organizing community sporting events; conducting charity sporting events and tournaments		
U.S. Registration No.	3363666	Application Date	05/19/2006
Registration Date	01/01/2008	Foreign Priority Date	NONE
Word Mark	LIVESTRONG YOUNG ADULT ALLIANCE		
Design Mark			

Registration Date	01/01/2008	Foreign Priority Date	NONE	
Word Mark	LIVESTRONG YOUNG ADUL	T ALLIANCE		
Design Mark	LIVESTRONG YOUNG ADULT ALLIANCE			
Description of Mark	NONE			
Goods/Services	Class 035. First use: First Use	e: 2006/11/10 First Us	se In Commerce: 2006/11/10	
	Lobbying services, namely, promoting public health and cancer survivorship interests in the fields of politics, legislation, and regulation; promoting public awareness of public health in the fields of cancer, cancer research, delivery of patient care, cancer recovery and survival by sponsoring, developing, and carrying out community and national programs; charitable services, namely organizing and conducting volunteer programs and community service projects Class 041. First use: First Use: 2006/11/10 First Use In Commerce: 2006/11/10 Educational services, namely, organizing and conducting conferences in the			

	fields of cancer, cancer recovery and survival					
U.S. Registration No.	2368904	Application Date	10/12/1999			
Registration Date	07/18/2000	Foreign Priority Date	NONE			
Word Mark	LIVE LONG, LIVE STRONG	LIVE LONG, LIVE STRONG				
Design Mark	LIVE LONG, LIVE STRONG					
Description of Mark	NONE					
Goods/Services	Class 042. First use: First Use: 1997/11/05 First Use In Commerce: 1997/11/05 Consulting services in the field of personal fitness training					

Attachments	76977737#TMSN.gif (1 page)(bytes)
	77003373#TMSN.jpeg (1 page)(bytes)
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	NOO.pdf (11 pages)(2483040 bytes)
	Exhibit A1.pdf (29 pages)(99227 bytes)
	ExhibitA2.pdf (32 pages)(99424 bytes)
	ExhibitA3.pdf (28 pages)(101518 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Paul A. McLean/
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Name	Paul A. McLean, Esq.
Date	11/02/2011

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Lance Armstrong Foundation

Opposition No.

Opposer,

٧.

David Schoelles, an Individual, and Anthony Petrone, an Individual

Applicants.

NOTICE OF OPPOSITION

Opposer, Lance Armstrong Foundation, a Texas nonprofit corporation, having its principal place of business at 2201 E. 6th Street, Austin, Texas 78702 ("Opposer") believes that it has been and/or will be damaged by the registration of Application Serial No. 85248707 for LEAFSTRONG") and hereby opposes the same.

As grounds for opposition, Opposer alleges that:

- 1. According to the Trademark Office records, on or about February 22, 2011, Applicants David Schoelles and Anthony Petrone (collectively "Applicants") filed an application to register LEAFSTRONG, which was subsequently assigned Application Serial No. 85248707 ("Applicants' Mark") for "adult novelty gag clothing item, namely, socks; bandanas; belts; board shorts; boots; boxer shorts; button down shirts; camp shirts; cargo pants; coats; flip flops; gloves; gloves as clothing; gym pants; hats; headbands for clothing; headgear, namely, hats, caps, beanies and do rags; hooded pullovers; hooded sweat shirts; jackets; jeans; lab coats; mittens; pants; polo shirts; rain coats; shirts; shoes; short sets; short-sleeved or long-sleeved t-shirts; shorts; skirts and dresses; sleep pants; sleep shirts; socks; sweat pants; sweat shirts; sweat shorts; sweaters; sweatshirts; t-shirts; tank tops; ties; tops; underwear; wind coats; wind shirts" in class 25, based on Applicants' intent to use Applicants' Mark in commerce for the aforementioned goods. This application was published in the July 5, 2011 edition of the Official Gazette.
- 2. On or about August 4, 2011, Opposer filed a First 90 Day Request for Extension of Time to Oppose Applicants' Mark, and the time period within which to file an opposition was extended to November 2, 2011.

3. Opposer is the owner of the following trademarks and trade dress, for which it has registrations or pending applications before the U.S. Patent and Trademark Office

Trademark	Number	Date of Reg/App	Class	Goods/Services
LIVESTRONG	3202553 (Registered)	January 23, 2007	9, 25, 41	Clothing articles, namely, shirts, jackets, pants, shorts and jerseys, and sweatshirts, and pullovers; socks; headwear, namely, hats, caps, visors Bicycle helmets Educational services, namely, organizing and conducting conferences in the field of cancer, cancer recovery and survival
LIVESTRONG	3680140 (Registered)	September 8, 2009	25	Gloves; jogging pants; jogging suits; scarves; shoes; track suits; warm up suits
	3306990 (Registered)	October 9, 2007	25	Cyclists' jerseys, sport jerseys, shirts, short sleeve and long sleeve t-shirts, sport shirts; cyclists' jerseys, sport jerseys, shirts, short sleeve and long sleeve t-shirts, sport shirts, all for use in fundraising and education in the field of cancer, cancer research, cancer recovery and survival

Trademark	Number	Date of Reg/App	Class	Goods/Services
	3306989 (Registered)	October 9, 2007	25	Pants, sport pants, and sport tights; pants, sport pants, and sport tights, all for use in fundraising and education in the field of cancer, cancer research, cancer recovery and survival
	3306985 (Registered)	October 9, 2007	25	Cyclists' jerseys, sport jerseys, shirts, short sleeve and long sleeve t-shirts, sport shirts; cyclists' jerseys, sport jerseys, shirts, short sleeve and long sleeve t-shirts, sport shirts, all for use in fundraising and education in the field of cancer, cancer research, cancer recovery and survival
	3293940 (Registered)	September 18, 2007	25	Shorts and cycling shorts; shorts and cycling shorts for use in fundraising and education in the field of cancer, cancer research, cancer recovery and survival
	3302227 (Registered)	October 2, 2007	36	Charitable fundraising; charitable fundraising services in the field of cancer, cancer research, cancer recovery and survival
	3306994 (Registered)	October 9, 2007	36	Charitable fundraising; charitable fundraising services in the field of cancer, cancer research, cancer recovery and survival

Trademark	Number	Date of Reg/App	Class	Goods/Services
	3306992 (Registered)	October 9, 2007	36	Charitable fundraising; charitable fundraising services in the field of cancer, cancer research, cancer recovery and survival
	3306991 (Registered)	October 9, 2007	36	Charitable fundraising; charitable fundraising services in the field of cancer, cancer research, cancer recovery and survival
LIVESTRONG	3716127 (Registered)	November 24, 2009	44	Providing a website featuring information in the field of medical symptoms, medical conditions, medical practice specialties, medical procedures, healthy living, diet, health enhancement, alternative medicine, prescription and over-the-counter drugs, and nutrition; providing a website featuring medical information; Providing a web site featuring information in the field of mental health and wellness; mental health services
LIVESTRONG	3052284 (Registered)	January 31, 2006	14, 36	Jewelry Charitable fundraising services
LIVESTRONG and Design	3315119 (Registered)	October 23, 2007	14	Jewelry

Trademark	Number	Date of Reg/App	Class	Goods/Services
LIVESTRONG				
LIVESTRONG and Design	3296017 (Registered)	September 25, 2007	36	Charitable fundraising services.
0	3226837 (Registered)	April 10, 2007	36	Charitable fund raising; charitable fundraising services in the field of cancer, cancer research, cancer recovery and survival
0	3157452 (status: Registered)	October 17, 2006	36	Charitable fund raising; charitable fundraising services in the field of cancer, cancer research, cancer recovery and survival
0	3317268 (Registered)	October 23, 2007	14	Jewelry, namely, wristbands in the nature of a bracelet for use in fundraising and education in the field of cancer, cancer research, cancer recovery and survival
0	3317267 (Registered)	October 23, 2007	14	Jewelry, namely, wristbands in the nature of a bracelet for use in fundraising and education in the field of cancer, cancer research, cancer recovery and survival
LIVESTRONG	3267242 (Registered)	July 24, 2007	21	Ceramic vessels, bowls, plates, pots; plates, cups,

Trademark	Number	Date of Reg/App	Class	Goods/Services
Trauemark	Number	Regrapp	Class	Goods/Services
				mugs, bowls, tea kettles, tea pots not made of precious metals
LIVESTRONG	3849996 (Registered)	September 21, 2010	16	Magazines in the field of cancer, and cancer recovery, prevention, treatment, survival, and awareness; magazines in the field of health, fitness and wellness.
LIVESTRONG	85021855	April 23, 2010	5, 29, 30, 32	Nutritionally fortified beverages; nutritional energy bars for use as a meal substitute; meal replacement bars
				Vegetable-based snack foods; soy-based snack foods; fruit-based snack foods; nut-based snack foods; frozen, prepared, and packaged meals consisting primarily of meat, fish, poultry or vegetables; frozen, prepared, and packaged meals consisting primarily of vegetables; prepared food kits composed of meat, poultry, fish, seafood, and/or vegetables, ready for cooking and assembly as a meal; protein based, nutrient-dense snack bars
				foods; prepared, and packaged meals consisting primarily of grains; prepared food kits composed of grains, ready for cooking and assembly as a meal Energy drinks; sports drinks,

		Date of	T	
Trademark	Number	Reg/App	Class	Goods/Services
-				namely, energy drinks; bottled water; flavored bottled water; non-alcoholic beverages, namely, energy drinks and fruit-flavored beverages; concentrates and powders used in the preparation of energy drinks and fruit-flavored beverages
TEAM LIVESTRONG	85975419 (Registered)	April 20, 2010	36	Charitable fundraising services.
TEAM LIVESTRONG	85018297	April 20, 2010	41	Organization of sports events in the field of running, walking, cycling, and swimming; organizing community sporting events; conducting charity sporting events and tournaments.
LIVESTRONG YOUNG ADULT ALLIANCE	3363666 (Registered)	January 1, 2008	35, 41	Lobbying services, namely, promoting public health and cancer survivorship interests in the fields of politics, legislation, and regulation; promoting public awareness of public health in the fields of cancer, cancer research, delivery of patient care, cancer recovery and survival by sponsoring, developing, and carrying out community and national programs; charitable services, namely organizing and conducting volunteer programs and community service projects Educational services, namely, organizing and conducting conferences in the fields of cancer, cancer recovery and survival
LIVE LONG, LIVE STRONG	2368904 (Registered)	July 18, 2000	42	Consulting services in the field of personal fitness

Trademark	Number	Date of Reg/App	Class	Goods/Services
				training

- 4. The marks identified in Paragraph 3, above, are hereinafter referred to collectively as the "Opposer's LIVESTRONG Marks." Copies of the TARR records dated November 2, 2011 for each of Opposer's LIVESTRONG Marks are attached hereto as <u>Exhibit A</u>.
- 5. In addition to any rights arising from the above pending applications and registrations for Opposer's LIVESTRONG Marks, Opposer has, with respect to its goods and services, valid common law rights in the trademarks set forth above as well as to the use of the LIVESTRONG Marks in the color yellow and the color combination of yellow and black on and in connection with Opposer's goods and services ("LIVESTRONG Trade Dress").
- 6. Opposer has extensively advertised and marketed its goods and services and has created widespread goodwill under the LIVESTRONG Marks throughout the United States. Opposer's LIVESTRONG Marks and LIVESTRONG Trade Dress have become valuable assets of Opposer and a principal symbol of its extensive goodwill. By reason of widespread use of the marks, the trade and purchasing public have come to recognize Opposer's LIVESTRONG Marks and LIVESTRONG Trade Dress as signifying Opposer and as identifying Opposer as the source of goods and services offered under the Opposer's LIVESTRONG Marks and LIVESTRONG Trade Dress.
- 7. Opposer, through itself or its licensees, offers a wide variety of goods and services under the LIVESTRONG Marks and LIVESTRONG Trade Dress, including but not limited to clothing articles and accessories, namely, shirts, jackets, pants, shorts, jerseys, sweatshirts, pullovers, socks, footwear, headwear, namely, hats, caps, and visors, and jewelry, bracelets, and wristbands; gloves, jogging pants, jogging suits, scarves, shoes, track suits, and warm up suits.
- 8. Opposer is also the registered owner of the domain name <livestrong.org>, which is an integral part of its business, and Opposer's licensee also uses the domain name <livestrong.com>. Opposer uses Opposer's LIVESTRONG Marks and LIVESTRONG Trade Dress extensively on its livestrong.org> web site, and the LIVESTRONG Marks and LIVESTRONG Trade Dress are featured extensively on the livestrong.com> web site.
- 9. Opposer by itself or through its licensees has continuously used the mark LIVESTRONG since at least as early as June 1, 2005 to identify its "clothing articles, namely, shirts, jackets, pants, shorts and jerseys, and sweatshirts, and pullovers; socks; headwear, namely, hats, caps", which is prior by almost six years to Applicants' filing date of February 22, 2011 for its Application Serial No. 85248707.
- 10. Opposer first applied to register the mark LIVESTRONG (Registration No. 3202553) for, inter alia, "clothing articles, namely, shirts, jackets, pants, shorts and jerseys, and

- sweatshirts, and pullovers; socks; headwear, namely, hats, caps, visors", on May 7, 2004, which is prior by almost seven years to Applicants' filing date of February 22, 2011 for its Application Serial No. 85248707.
- 11. Opposer by itself or through its licensees has continuously used the mark LIVESTRONG since at least as early as November 30, 2007 to identify its "gloves; jogging pants; jogging suits; scarves; shoes; track suits; warm up suits", which is prior by over three years to Applicants' filing date of February 22, 2011 for its Application Serial No. 85248707.
- 12. Opposer first applied to register the mark LIVESTRONG (Registration No. 3680140) for "gloves; jogging pants; jogging suits; scarves; shoes; track suits; warm up suits", on September 20, 2006, which is prior by over four years to Applicants' filing date of February 22, 2011 for its Application Serial No. 85248707.
- 13. The goods identified in Application Serial No. 85248707 and the goods and services offered by Opposer and/or identified in Opposer's trademark registrations, pending trademark application(s), and/or the goods and services with respect to which Opposer has common law rights to the LIVESTRONG Marks, are identical, overlap and/or are closely related, and are of the type which could be offered in the same channels of trade and to the same prospective customers.
- 14. If Application Serial No. 85248707 is registered, the public will reasonably believe that Applicants' goods are provided, sponsored, or endorsed by Opposer, all to the detriment of consumers and Opposer.
- 15. Applicants' Mark is highly similar to Opposer's LIVESTRONG Marks and is confusingly similar to Opposer's LIVESTRONG Marks and is likely to be confused therewith, and such confusion would be exacerbated by the use of Applicant's Mark with the LIVESTRONG Trade Dress. Such confusion, mistake, and deception regarding the origin of Applicants' goods and services is likely to cause irreparable harm to Opposer.
- 16. Opposer's LIVESTRONG mark became famous prior to Applicants' filing date of February 22, 2011 for its Application Serial No. 85248707. Applicants' Mark dilutes the distinctive quality and harms the reputation of Opposer's famous LIVESTRONG mark, and is likely to cause irreparable harm to Opposer.
- 17. In addition to any rights arising from the registrations and applications for Opposer's LIVESTRONG Marks, Opposer has, with respect to its goods and services, valid common law rights in the trademarks as set forth above and to the LIVESTRONG Trade Dress.
- 18. Applicants' Mark is in violation and derogation of those common law rights and is likely to cause confusion, mistake and deception among purchasers and users as to the source or origin of the goods, or their affiliation with or sponsorship by Opposer, thereby causing loss, damage, and injury to Opposer and the public.

19. If Applicants are granted the registration herein opposed, they would thereby obtain a prima facie exclusive right to their mark. Such registration would be a source of damage and injury to Opposer.

WHEREFORE, Opposer prays that Application Serial No. 85248707 be rejected, that no registration be issued thereon, and that this Opposition be sustained in favor of Opposer.

Please charge the filing fees of this Notice of Opposition to Deposit Acct. No. 07-1907. Please charge any additional fees, or credit any overpayment, to Deposit Acct. No. 07-1907.

Dated: November 2, 2011

DLA PIPER LLP (US)

Paul A McLean

Heather A. Dunn DLA PIPER LLP (US) 555 Mission Street, Suite 2400 San Francisco, CA 94105

Telephone: (415) 836-2557

Attorneys for Opposer Lance Armstrong Foundation

CERTIFICATE OF SERVICE BY MAIL

I hereby certify that a true and correct copy of the foregoing NOTICE OF OPPOSITION is being served by First Class mail, postage prepaid, this 2nd day of November, 2011, on Applicants' counsel at its address of record at:

Stephen L. Anderson Anderson & Associates 27247 Madison Avenue, Suite 121 Temecula, CA 92590

Executed this 2nd day of November 2011, at East Palo Alto, California.

Allison Burn



Thank you for your request. Here are the latest results from the **TARR** web server.

This page was generated by the TARR system on 2011-11-02 19:14:41 ET

Serial Number: 76977737 <u>Assignment Information</u> <u>Trademark Document Retrieval</u>

Registration Number: 3202553

Mark

LIVESTRONG

(words only): LIVESTRONG

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents

are due.

Date of Status: 2007-01-23

Filing Date: 2004-05-07

Transformed into a National Application: No

Registration Date: 2007-01-23

Register: Principal

Law Office Assigned: LAW OFFICE 109

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark

Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 - Publication And Issue Section

Date In Location: 2006-12-18

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. LANCE ARMSTRONG FOUNDATION

Address:

LANCE ARMSTRONG FOUNDATION 2201 E. 6th Street

Austin, TX 78702 United States

Legal Entity Type: TEXAS NON-PROFIT CORPORATION State or Country Where Organized: (NOT AVAILABLE)

GOODS AND/OR SERVICES

International Class: 009 Class Status: Active Bicycle helmets Basis: 1(a)

First Use Date: 2006-07-15

First Use in Commerce Date: 2006-07-15

International Class: 025 Class Status: Active

Clothing articles, namely, shirts, jackets, pants, shorts and jerseys, and sweatshirts, and pullovers; socks; headwear,

namely, hats, caps, visors

Basis: 1(a)

First Use Date: 2005-06-01

First Use in Commerce Date: 2005-06-01

International Class: 041 Class Status: Active

Educational services, namely, organizing and conducting conferences in the field of cancer, cancer recovery and

survival **Basis:** 1(a)

First Use Date: 2004-05-31

First Use in Commerce Date: 2004-05-31

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

USPTO Reference Number: Z1231431

International Registration Number: 0836961 International Registration Date: 2004-08-31 Original Filing Date with USPTO: 2004-08-31

International Registration Status: Death Of International Registration

Date of International Registration Status: 2007-11-02 **International Registration Renewal Date:** 2014-08-31

Irregularity Reply by Date: 2007-11-23

Madrid History:

02-12-2010 - 07:48:26 - Change Of Owner Received From IB 10-29-2009 - 18:10:45 - Change Of Owner Received From IB 01-25-2008 - 08:39:18 - Uspto Correction Processed By IB 11-02-2007 - 07:59:40 - International Registration Cancelled By IB

11-02-2007 - 07:59:26 - Total Ceasing Of Effect Processed By IB

http://tarr.uspto.gov/tarr?regser=registration&entry=3202553+&action=Request+Status[11/2/2011 4:14:46 PM]

```
08-24-2007 - 09:16:54 - Irregularity On Ceasing Of Effect Received From IB
06-07-2007 - 21:00:34 - Total Ceasing Of Effect Notice Sent To IB
06-07-2007 - 14:02:35 - Ceasing Of Effect Processed
06-04-2007 - 07:44:51 - Partial Ceasing Of Effect To Be Processed
04-20-2007 - 09:03:45 - Irregularity On Ceasing Of Effect Received From IB
04-17-2007 - 21:00:38 - Partial Ceasing Of Effect Notice Sent To IB
04-17-2007 - 10:31:10 - Ceasing Of Effect Processed
04-04-2007 - 16:41:09 - Partial Ceasing Of Effect To Be Processed
01-29-2007 - 21:00:37 - Partial Ceasing Of Effect Notice Sent To IB
01-29-2007 - 09:46:18 - Ceasing Of Effect Processed
12-05-2006 - 07:58:39 - Partial Ceasing Of Effect To Be Processed
09-16-2005 - 12:26:40 - Division Of Base Application Processed By IB
08-29-2005 - 16:00:18 - Divisional Of Base App Notice Sent To IB
08-27-2005 - 02:00:21 - Divisional Of Base App Notice Created, To Be Sent To IB
07-21-2005 - 14:52:47 - Subsequent Designation Processed By IB
07-01-2005 - 16:00:22 - Subsequent Designation Sent To IB
06-30-2005 - 20:45:50 - Subsequent Designation Received
12-16-2004 - 14:40:50 - Application For IR Registered By IB
09-08-2004 - 07:33:08 - Manually Certified
09-03-2004 - 11:51:21 - New Application For IR Received
```

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

```
2009-09-09 - Applicant/Correspondence Changes (Non-Responsive) Entered
2009-09-09 - TEAS Change Of Owner Address Received
2009-08-19 - Automatic Update Of Assignment Of Ownership
2009-03-20 - TEAS Change Of Correspondence Received
2007-01-23 - Registered - Principal Register
2006-12-12 - Law Office Registration Review Completed
2006-12-11 - Assigned To LIE
2006-11-25 - Allowed for Registration - Principal Register (SOU accepted)
2006-10-02 - Statement Of Use Processing Complete
2006-10-02 - Extension 1 granted
2006-09-07 - Use Amendment Filed
2006-09-07 - TEAS Extension Received
2006-09-07 - TEAS Statement of Use Received
```

2006-06-29 - FAX RECEIVED 2006-03-07 - NOA Mailed - SOU Required From Applicant 2005-12-13 - Published for opposition 2005-11-23 - Notice of publication 2005-10-19 - Law Office Publication Review Completed 2005-10-14 - Assigned To LIE 2005-10-12 - Correspondence Mailed 2005-10-11 - Approved For Pub - Principal Register 2005-10-11 - Examiners Amendment - Written 2005-10-11 - Previous Allowance Count Withdrawn 2005-09-17 - Law Office Publication Review Completed 2005-09-02 - Assigned To LIE 2005-08-31 - Approved for Pub - Principal Register (Initial exam) 2005-08-26 - Divisional processing completed 2005-08-08 - Divisional request received 2005-08-26 - Amendment From Applicant Entered 2005-08-08 - Communication received from applicant 2005-08-26 - Assigned To LIE 2005-08-08 - PAPER RECEIVED 2005-07-11 - TEAS Change Of Correspondence Received 2005-06-22 - Non-final action mailed 2005-06-21 - Non-Final Action Written 2005-06-21 - Previous Allowance Count Withdrawn 2004-11-01 - PAPER RECEIVED 2005-01-04 - Law Office Publication Review Completed 2005-01-04 - Assigned To LIE 2004-12-20 - Assigned To LIE

2004-12-14 - Approved for Pub - Principal Register (Initial exam)

2004-12-07 - Examiner's amendment mailed

2004-12-06 - Examiners Amendment - Written

2004-12-06 - Assigned To Examiner

2004-11-18 - Petition To Director - Granted

2004-11-01 - Petition To Director Received

2004-05-19 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

HEATHER A. DUNN

Correspondent

HEATHER A DUNN

DLA Piper LLP (US)

555 Mission Street, Suite 2400

San Francisco CA 94105-2933

Phone Number: (415) 836-2557

Fax Number: (415) 836-2501

Thank you for your request. Here are the latest results from the **TARR web server**.

This page was generated by the TARR system on 2011-11-02 19:14:55 ET

Serial Number: 77003373 <u>Assignment Information</u> <u>Trademark Document Retrieval</u>

Registration Number: 3680140

Mark

LIVESTRONG

(words only): LIVESTRONG

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents

are due.

Date of Status: 2009-09-08

Filing Date: 2006-09-20

Filed as TEAS Plus Application: Yes

Currently TEAS Plus Application: Yes

Transformed into a National Application: No

Registration Date: 2009-09-08

Register: Principal

Law Office Assigned: LAW OFFICE 101

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark

Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 - Publication And Issue Section

Date In Location: 2009-08-05

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Lance Armstrong Foundation

Address:

Lance Armstrong Foundation 2201 E. 6th Street

Austin, TX 78702 United States

Legal Entity Type: NON-PROFIT CORPORATION

State or Country Where Organized: Texas

GOODS AND/OR SERVICES

International Class: 025 Class Status: Active

Gloves; Jogging pants; Jogging suits; Scarves; Shoes; Track suits; Warm up suits

Basis: 1(a)

First Use Date: 2007-11-30

First Use in Commerce Date: 2007-11-30

ADDITIONAL INFORMATION

Prior Registration Number(s):

3052284

MADRID PROTOCOL INFORMATION

USPTO Reference Number: A0007557

International Registration Number: 0916531 International Registration Date: 2007-03-20 Original Filing Date with USPTO: 2007-03-20

International Registration Status: Application For IR Registered By IB

Date of International Registration Status: 2007-04-05 International Registration Renewal Date: 2017-03-20 Irregularity Reply by Date: (DATE NOT AVAILABLE)

Madrid History:

04-15-2010 - 20:22:53 - Partial Ceasing Of Effect Processed By IB

02-12-2010 - 07:50:31 - Change Of Owner Received From IB

01-11-2010 - 21:00:48 - Partial Ceasing Of Effect Notice Sent To IB

01-11-2010 - 09:39:37 - Ceasing Of Effect Processed

12-08-2009 - 08:00:13 - Partial Ceasing Of Effect To Be Processed

10-29-2009 - 18:15:47 - Change Of Owner Received From IB

04-05-2007 - 12:32:56 - Application For IR Registered By IB

03-20-2007 - 21:01:05 - IR Certified And Sent To IB

03-20-2007 - 18:21:43 - Manually Certified

03-20-2007 - 16:22:11 - New Application For IR Received

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2009-09-09 - Applicant/Correspondence Changes (Non-Responsive) Entered 2009-09-09 - TEAS Change Of Owner Address Received 2009-09-08 - Registered - Principal Register 2009-08-05 - Law Office Registration Review Completed 2009-08-05 - Allowed for Registration - Principal Register (SOU accepted) 2009-08-03 - Statement Of Use Processing Complete 2009-07-31 - Use Amendment Filed 2009-08-03 - Extension 4 granted 2009-07-31 - Extension 4 filed 2009-07-31 - TEAS Extension Received 2009-07-31 - TEAS Statement of Use Received 2009-07-29 - Amendment After NOA Not Entered 2009-07-29 - TEAS Post Publication Amendment Received 2009-03-19 - TEAS Change Of Correspondence Received 2009-01-26 - Extension 3 granted 2009-01-23 - Extension 3 filed 2009-01-23 - TEAS Extension Received 2008-08-12 - Extension 2 granted 2008-07-31 - Extension 2 filed 2008-08-12 - Case Assigned To Intent To Use Paralegal 2008-07-31 - TEAS Extension Received 2008-02-13 - Extension 1 granted 2008-01-24 - Extension 1 filed 2008-01-24 - TEAS Extension Received 2007-07-31 - NOA Mailed - SOU Required From Applicant 2007-05-08 - Published for opposition 2007-04-18 - Notice of publication

2007-03-12 - Law Office Publication Review Completed

2007-03-12 - Assigned To LIE

2007-02-13 - Approved For Pub - Principal Register

2007-02-09 - Assigned To Examiner

2006-09-27 - Notice Of Pseudo Mark Mailed

2006-09-26 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Heather A. Dunn

Correspondent

HEATHER A DUNN

DLA Piper LLP (US) 555 Mission Street, Suite 2400

San Francisco CA 94105-2933

Phone Number: (415) 836-2557 Fax Number: (415) 836-2501

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Serial Number: 78890067 <u>Assignment Information</u> <u>Trademark Document Retrieval</u>

Registration Number: 3306990

Mark



Standard Character claim: No

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents

are due.

Date of Status: 2007-10-09

Filing Date: 2006-05-23

Transformed into a National Application: No

Registration Date: 2007-10-09

Register: Principal

Law Office Assigned: LAW OFFICE 106

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 830 -Post Registration

Date In Location: 2009-12-08

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Lance Armstrong Foundation

Address:

State or Country Where Organized: Texas

GOODS AND/OR SERVICES

International Class: 025 Class Status: Active

cyclists' jerseys, sport jerseys, shirts, short sleeve and long sleeve t-shirts, sport shirts; cyclists' jerseys, sport jerseys, shirts, short sleeve and long sleeve t-shirts, sport shirts, all for use in fundraising and education in the field of cancer, cancer research, cancer recovery and survival

Basis: 1(a)

First Use Date: 2005-07-31

First Use in Commerce Date: 2005-07-31

ADDITIONAL INFORMATION

Color(s) Claimed: The color(s) yellow is/are claimed as a feature of the mark.

Description of Mark: The mark consists of a band of the color yellow as it appears on a single sleeve of a shirt. The matter shown in broken lines is used to show placement of the mark and is not a feature of the mark. The color yellow appears on the edge of a single sleeve of the shirt.

Section 2(f)

Design Search Code(s):

09.03.07 - T-shirts

09.03.16 - Collars (clothing); Cuffs (clothing); Embroidery on clothing pockets; Pockets; Pockets, clothing with embroidery or stitching; Sleeves (clothing); Stitching on clothing pockets; Waistband (clothing)

29.03.08 - Yellow or gold (single color used on a portion of the goods)

MADRID PROTOCOL INFORMATION

USPTO Reference Number: A0006502

International Registration Number: 0910677 International Registration Date: 2006-11-22 Original Filing Date with USPTO: 2006-11-22

International Registration Status: Application For IR Registered By IB

Date of International Registration Status: 2007-02-08 International Registration Renewal Date: 2016-11-22 Irregularity Reply by Date: (DATE NOT AVAILABLE)

Madrid History:

02-12-2010 - 07:52:37 - Change Of Owner Received From IB 10-29-2009 - 18:18:00 - Change Of Owner Received From IB 03-21-2008 - 10:12:40 - Uspto Correction Processed By IB

01-31-2008 - 07:12:37 - Ceasing Of Effect Reviewed - No Action Required By Office 01-31-2008 - 07:08:56 - Ceasing Of Effect Reviewed - No Action Required By Office

01-15-2008 - 08:14:52 - Partial Ceasing Of Effect To Be Processed

01-15-2008 - 08:14:52 - Partial Ceasing Of Effect To Be Processed

02-08-2007 - 12:25:34 - Application For IR Registered By IB

01-05-2007 - 21:03:02 - Irregularity Response Sent To IB

- 01-05-2007 14:13:00 Manually Certified
- 01-05-2007 12:23:31 Response To Irregularity Reviewed And Accepted
- 01-04-2007 19:29:12 Irregularity Response Received From Applicant
- 12-01-2006 17:01:26 Irregularity Notice Received From IB
- 11-24-2006 21:00:44 IR Certified And Sent To IB
- 11-24-2006 12:28:07 Manually Certified
- 11-22-2006 16:40:56 New Application For IR Received

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

- 2009-10-28 Section 7 correction issued
- 2009-10-24 Case Assigned To Post Registration Paralegal
- 2009-09-10 TEAS Section 7 Request Received
- 2009-03-20 TEAS Change Of Correspondence Received
- 2007-10-09 Registered Principal Register
- 2007-08-27 Withdrawn From Issue Tqr/Non-Atty Request
- 2007-07-03 Published for opposition
- 2007-06-13 Notice of publication
- 2007-05-30 Law Office Publication Review Completed
- 2007-05-30 Assigned To LIE
- 2007-05-11 Approved for Pub Principal Register (Initial exam)
- 2007-05-01 Teas/Email Correspondence Entered
- 2007-04-30 Communication received from applicant
- 2007-04-30 TEAS Response to Office Action Received
- 2006-10-30 Non-final action e-mailed
- 2006-10-30 Non-Final Action Written
- 2006-10-25 Assigned To Examiner
- 2006-10-24 Assigned To Examiner
- 2006-06-22 TEAS Change Of Correspondence Received
- 2006-06-01 Notice Of Design Search Code Mailed

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Heather A. Dunn, Esq.

Correspondent

Heather A. Dunn, DLA Piper LLP (US) 555 Mission Street, Suite 2400 San Francisco CA 94105-2933

Phone Number: (415) 836-2557 Fax Number: (415) 836-2501

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Serial Number: 78889899 <u>Assignment Information</u> <u>Trademark Document Retrieval</u>

Registration Number: 3306989

Mark



Standard Character claim: No

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents

are due.

Date of Status: 2007-10-09

Filing Date: 2006-05-23

Transformed into a National Application: No

Registration Date: 2007-10-09

Register: Principal

Law Office Assigned: LAW OFFICE 106

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 830 -Post Registration

Date In Location: 2009-12-08

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Lance Armstrong Foundation

Address:

State or Country Where Organized: Texas

GOODS AND/OR SERVICES

International Class: 025 Class Status: Active

pants, sport pants, and sport tights; pants, sport pants, and sport tights, all for use in fundraising and education in the

field of cancer, cancer research, cancer recovery and survival

Basis: 1(a)

First Use Date: 2005-07-31

First Use in Commerce Date: 2005-07-31

ADDITIONAL INFORMATION

Color(s) Claimed: The color(s) yellow is/are claimed as a feature of the mark.

Description of Mark: The mark consists of a band of the color yellow as it appears on a single leg of a pair of pants. The matter shown in broken lines is used to show placement of the mark and is not a feature of the mark. The color yellow appears on the edge of a single leg of the pants.

Section 2(f)

Design Search Code(s):

09.03.02 - Coveralls; Exercise clothes, shorts; Gym shorts; Jeans; Knickers; Overalls; Pants; Shorts; Slacks;

Sweatpants; Trousers

29.03.08 - Yellow or gold (single color used on a portion of the goods)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2009-10-28 - Section 7 correction issued

2009-10-24 - Case Assigned To Post Registration Paralegal

2009-09-10 - TEAS Section 7 Request Received

2009-03-19 - TEAS Change Of Correspondence Received

2007-10-09 - Registered - Principal Register

2007-08-27 - Withdrawn From Issue - Tqr/Non-Atty Request

2007-07-03 - Published for opposition

2007-06-13 - Notice of publication

2007-05-30 - Law Office Publication Review Completed

2007-05-30 - Assigned To LIE

2007-05-11 - Approved for Pub - Principal Register (Initial exam)

2007-05-01 - Teas/Email Correspondence Entered

2007-04-30 - Communication received from applicant

2007-04-30 - TEAS Response to Office Action Received

2006-10-30 - Non-final action e-mailed

2006-10-30 - Non-Final Action Written

2006-10-25 - Assigned To Examiner

2006-10-24 - Assigned To Examiner

2006-05-31 - Notice Of Design Search Code Mailed

2006-05-30 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Heather A. Dunn, Esq.

Correspondent

HEATHER A DUNN

DLA Piper LLP (US)

555 Mission Street, Suite 2400

San Francisco CA 94105-2933

Phone Number: (415) 836-2557 Fax Number: (415) 836-2501

This page was generated by the TARR system on 2011-11-02 19:11:44 ET

Serial Number: 78888999 <u>Assignment Information</u> <u>Trademark Document Retrieval</u>

Registration Number: 3306985

Mark



Standard Character claim: No

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents

are due.

Date of Status: 2007-10-09

Filing Date: 2006-05-22

Transformed into a National Application: No

Registration Date: 2007-10-09

Register: Principal

Law Office Assigned: LAW OFFICE 106

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 830 -Post Registration

Date In Location: 2009-12-08

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Lance Armstrong Foundation

Address:

State or Country Where Organized: Texas

GOODS AND/OR SERVICES

International Class: 025 Class Status: Active

cyclists' jerseys, sport jerseys, shirts, short sleeve and long sleeve t-shirts, sport shirts; cyclists' jerseys, sport jerseys, shirts, short sleeve and long sleeve t-shirts, sport shirts, all for use in fundraising and education in the field of cancer,

cancer research, cancer recovery and survival

Basis: 1(a)

First Use Date: 2005-07-31

First Use in Commerce Date: 2005-07-31

ADDITIONAL INFORMATION

Color(s) Claimed: The color(s) yellow is/are claimed as a feature of the mark.

Description of Mark: The mark consists of a band of the color yellow as it appears on a single sleeve of a shirt. The matter shown in broken lines is used to show placement of the mark and is not a feature of the mark. The color yellow appears on the edge of a single sleeve of the shirt.

Section 2(f)

Design Search Code(s):

09.03.07 - T-shirts

29.03.08 - Yellow or gold (single color used on a portion of the goods)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2009-10-28 - Section 7 correction issued

2009-10-24 - Case Assigned To Post Registration Paralegal

2009-09-10 - TEAS Section 7 Request Received

2009-03-19 - TEAS Change Of Correspondence Received

2007-10-09 - Registered - Principal Register

2007-08-27 - Withdrawn From Issue - Tqr/Non-Atty Request

2007-07-03 - Published for opposition

2007-06-13 - Notice of publication

2007-05-30 - Law Office Publication Review Completed

2007-05-30 - Assigned To LIE

2007-05-11 - Approved for Pub - Principal Register (Initial exam)

2007-05-01 - Teas/Email Correspondence Entered

2007-04-30 - Communication received from applicant

2007-04-30 - TEAS Response to Office Action Received

2006-10-30 - Non-final action e-mailed

2006-10-30 - Non-Final Action Written

2006-10-25 - Assigned To Examiner

2006-10-24 - Assigned To Examiner

2006-05-27 - Notice Of Design Search Code Mailed

2006-05-26 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Heather A. Dunn, Esq.

Correspondent

HEATHER A DUNN

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Phone Number: (415) 836-2557

Fax Number: (415) 836-2501

This page was generated by the TARR system on 2011-11-02 19:11:59 ET

Serial Number: 78888916 <u>Assignment Information</u> <u>Trademark Document Retrieval</u>

Registration Number: 3293940

Mark



Standard Character claim: No

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents

are due.

Date of Status: 2007-09-18

Filing Date: 2006-05-22

Transformed into a National Application: No

Registration Date: 2007-09-18

Register: Principal

Law Office Assigned: LAW OFFICE 106

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 830 -Post Registration

Date In Location: 2009-12-08

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Lance Armstrong Foundation

Address:

State or Country Where Organized: Texas

GOODS AND/OR SERVICES

International Class: 025 Class Status: Active

shorts and cycling shorts; shorts and cycling shorts for use in fundraising and education in the field of cancer, cancer

research, cancer recovery and survival

Basis: 1(a)

First Use Date: 2005-07-31

First Use in Commerce Date: 2005-07-31

ADDITIONAL INFORMATION

Color(s) Claimed: The color(s) yellow is/are claimed as a feature of the mark.

Description of Mark: The mark consists of a band of the color yellow as it appears on a single leg of a pair of shorts. The matter shown in broken lines is used to show placement of the mark and is not a feature of the mark. The color yellow appears on the edge of a single leg portion of the goods.

Section 2(f)

Design Search Code(s):

09.03.02 - Coveralls; Exercise clothes, shorts; Gym shorts; Jeans; Knickers; Overalls; Pants; Shorts; Slacks;

Sweatpants; Trousers

29.03.08 - Yellow or gold (single color used on a portion of the goods)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2009-10-28 - Section 7 correction issued

2009-10-24 - Case Assigned To Post Registration Paralegal

2009-09-10 - TEAS Section 7 Request Received

2009-03-19 - TEAS Change Of Correspondence Received

2007-09-18 - Registered - Principal Register

2007-07-03 - Published for opposition

2007-06-13 - Notice of publication

2007-05-30 - Law Office Publication Review Completed

2007-05-30 - Assigned To LIE

2007-05-11 - Approved for Pub - Principal Register (Initial exam)

2007-05-01 - Teas/Email Correspondence Entered

2007-04-30 - Communication received from applicant

2007-04-30 - TEAS Response to Office Action Received

2006-10-30 - Non-final action e-mailed

2006-10-30 - Non-Final Action Written

2006-10-25 - Assigned To Examiner

2006-10-24 - Assigned To Examiner

2006-05-31 - Notice Of Design Search Code Mailed

2006-05-30 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Heather A. Dunn, Esq.

Correspondent

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This page was generated by the TARR system on 2011-11-02 19:10:01 ET

Serial Number: 78890388 <u>Assignment Information</u> <u>Trademark Document Retrieval</u>

Registration Number: 3302227

Mark



Standard Character claim: No

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents

are due.

Date of Status: 2007-10-02

Filing Date: 2006-05-23

Transformed into a National Application: No

Registration Date: 2007-10-02

Register: Principal

Law Office Assigned: LAW OFFICE 106

Current Location: 830 -Post Registration

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Date In Location: 2010-01-27

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Lance Armstrong Foundation

Address:

State or Country Where Organized: Texas

GOODS AND/OR SERVICES

International Class: 036 Class Status: Active

Charitable fundraising; charitable fundraising services in the field of cancer, cancer research, cancer recovery and

survival **Basis:** 1(a)

First Use Date: 2005-07-31

First Use in Commerce Date: 2005-07-31

ADDITIONAL INFORMATION

Color(s) Claimed: The color(s) Yellow is/are claimed as a feature of the mark.

Description of Mark: The mark consists of a band of the color yellow as it appears on a single leg of pants. The matter shown in broken lines is used to show placement of the mark and is not a feature of the mark. The color yellow appears on the edge of a single pant leg.

Section 2(f)

Design Search Code(s):

09.03.02 - Coveralls; Exercise clothes, shorts; Gym shorts; Jeans; Knickers; Overalls; Pants; Shorts; Slacks; Sweatpants; Trousers

09.03.16 - Collars (clothing); Cuffs (clothing); Embroidery on clothing pockets; Pockets; Pockets, clothing with embroidery or stitching; Sleeves (clothing); Stitching on clothing pockets; Waistband (clothing)

29.03.08 - Yellow or gold (single color used on a portion of the goods)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2009-12-07 - Section 7 correction issued

2009-09-17 - Section 7 correction issued

2009-09-10 - TEAS Section 7 Request Received

2009-03-19 - TEAS Change Of Correspondence Received

2008-01-03 - Assigned To Paralegal

2007-12-12 - Assigned To Paralegal

- 2007-12-12 Assigned To Paralegal
 2007-11-13 Section 7 amendment filed
- 2007-11-13 PAPER RECEIVED
- 2007-10-02 Registered Principal Register
- 2007-07-17 Published for opposition
- 2007-06-27 Notice of publication
- 2007-06-08 Law Office Publication Review Completed
- 2007-05-31 Assigned To LIE
- 2007-05-13 Approved for Pub Principal Register (Initial exam)
- 2007-05-01 Teas/Email Correspondence Entered
- 2007-04-30 Communication received from applicant
- 2007-04-30 TEAS Response to Office Action Received
- 2006-10-30 Non-final action e-mailed
- 2006-10-30 Non-Final Action Written
- 2006-10-25 Assigned To Examiner
- 2006-10-24 Assigned To Examiner
- 2006-06-01 Notice Of Design Search Code Mailed
- 2006-05-31 New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

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Correspondent

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This page was generated by the TARR system on 2011-11-02 19:10:23 ET

Serial Number: 78890332 <u>Assignment Information</u> <u>Trademark Document Retrieval</u>

Registration Number: 3306994

Mark



Standard Character claim: No

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents

are due.

Date of Status: 2007-10-09

Filing Date: 2006-05-23

Transformed into a National Application: No

Registration Date: 2007-10-09

Register: Principal

Law Office Assigned: LAW OFFICE 106

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 830 -Post Registration

Date In Location: 2009-12-09

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Lance Armstrong Foundation

Address:

State or Country Where Organized: Texas

GOODS AND/OR SERVICES

International Class: 036 Class Status: Active

Charitable fundraising; charitable fundraising services in the field of cancer, cancer research, cancer recovery and

survival **Basis:** 1(a)

First Use Date: 2005-07-31

First Use in Commerce Date: 2005-07-31

ADDITIONAL INFORMATION

Color(s) Claimed: The color(s) Yellow is/are claimed as a feature of the mark.

Description of Mark: "The mark consists of a band of the color yellow as it appears on a single leg of the shorts. The matter shown in broken lines is used to show placement of the mark and is not a feature of the mark. The color yellow appears on the edge of a single leg of the shorts."

Section 2(f)

Design Search Code(s):

09.03.02 - Coveralls; Exercise clothes, shorts; Gym shorts; Jeans; Knickers; Overalls; Pants; Shorts; Slacks;

Sweatpants; Trousers

29.03.08 - Yellow or gold (single color used on a portion of the goods)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2009-10-26 - Section 7 correction issued

2009-10-26 - Case Assigned To Post Registration Paralegal

2009-09-10 - TEAS Section 7 Request Received

2009-03-19 - TEAS Change Of Correspondence Received

2007-10-09 - Registered - Principal Register

2007-08-27 - Withdrawn From Issue - Tqr/Non-Atty Request

2007-07-03 - Published for opposition

2007-06-13 - Notice of publication

2007-05-30 - Law Office Publication Review Completed

2007-05-30 - Assigned To LIE

2007-05-11 - Approved for Pub - Principal Register (Initial exam)

2007-05-01 - Teas/Email Correspondence Entered

2007-04-30 - Communication received from applicant

2007-04-30 - TEAS Response to Office Action Received

2006-10-30 - Non-final action e-mailed

2006-10-30 - Non-Final Action Written

2006-10-25 - Assigned To Examiner

2006-10-24 - Assigned To Examiner

2006-06-01 - Notice Of Design Search Code Mailed

2006-05-31 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Heather A. Dunn, Esq.

Correspondent

HEATHER A DUNN

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This page was generated by the TARR system on 2011-11-02 19:10:41 ET

Serial Number: 78890252 <u>Assignment Information</u> <u>Trademark Document Retrieval</u>

Registration Number: 3306992

Mark



Standard Character claim: No

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents

are due.

Date of Status: 2007-10-09

Filing Date: 2006-05-23

Transformed into a National Application: No

Registration Date: 2007-10-09

Register: Principal

Law Office Assigned: LAW OFFICE 106

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 830 -Post Registration

Date In Location: 2009-10-26

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Lance Armstrong Foundation

Address:

State or Country Where Organized: Texas

GOODS AND/OR SERVICES

International Class: 036 Class Status: Active

Charitable fundraising; charitable fundraising services in the field of cancer, cancer research, cancer recovery and

survival **Basis:** 1(a)

First Use Date: 2005-07-31

First Use in Commerce Date: 2005-07-31

ADDITIONAL INFORMATION

Color(s) Claimed: The color(s) Yellow is/are claimed as a feature of the mark.

Description of Mark: "The mark consists of a band of the color yellow as it appears on a single sleeve of a shirt. The matter shown in broken lines is used to show placement of the mark and is not a feature of the mark. The color yellow appears on the edge of a single sleeve of the shirt."

Section 2(f)

Design Search Code(s):

09.03.06 - Camisoles; Exercise clothes, sweatshirts; Jerseys; Shirts; Sweatshirts; Tank tops

29.03.08 - Yellow or gold (single color used on a portion of the goods)

MADRID PROTOCOL INFORMATION

USPTO Reference Number: A0006502

International Registration Number: 0910677 International Registration Date: 2006-11-22 Original Filing Date with USPTO: 2006-11-22

International Registration Status: Application For IR Registered By IB

Date of International Registration Status: 2007-02-08 International Registration Renewal Date: 2016-11-22 Irregularity Reply by Date: (DATE NOT AVAILABLE)

Madrid History:

02-12-2010 - 07:52:37 - Change Of Owner Received From IB 10-29-2009 - 18:18:00 - Change Of Owner Received From IB 03-21-2008 - 10:12:40 - Uspto Correction Processed By IB

01-31-2008 - 07:12:37 - Ceasing Of Effect Reviewed - No Action Required By Office

01-31-2008 - 07:08:56 - Ceasing Of Effect Reviewed - No Action Required By Office

01-15-2008 - 08:14:52 - Partial Ceasing Of Effect To Be Processed

01-15-2008 - 08:14:52 - Partial Ceasing Of Effect To Be Processed

02-08-2007 - 12:25:34 - Application For IR Registered By IB

01-05-2007 - 21:03:02 - Irregularity Response Sent To IB

01-05-2007 - 14:13:00 - Manually Certified

01-05-2007 - 12:23:31 - Response To Irregularity Reviewed And Accepted

01-04-2007 - 19:29:12 - Irregularity Response Received From Applicant

- 12-01-2006 17:01:26 Irregularity Notice Received From IB
- 11-24-2006 21:00:44 IR Certified And Sent To IB
- 11-24-2006 12:28:07 Manually Certified
- 11-22-2006 16:40:56 New Application For IR Received

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

- 2009-10-26 Section 7 correction issued
- 2009-10-26 Case Assigned To Post Registration Paralegal
- 2009-09-10 TEAS Section 7 Request Received
- 2009-03-19 TEAS Change Of Correspondence Received
- 2007-10-09 Registered Principal Register
- 2007-08-27 Withdrawn From Issue Tqr/Non-Atty Request
- 2007-07-03 Published for opposition
- 2007-06-13 Notice of publication
- 2007-05-30 Law Office Publication Review Completed
- 2007-05-30 Assigned To LIE
- 2007-05-11 Approved for Pub Principal Register (Initial exam)
- 2007-05-01 Teas/Email Correspondence Entered
- 2007-04-30 Communication received from applicant
- 2007-04-30 TEAS Response to Office Action Received
- 2006-10-30 Non-final action e-mailed
- 2006-10-30 Non-Final Action Written
- 2006-10-25 Assigned To Examiner
- 2006-10-24 Assigned To Examiner
- 2006-06-01 Notice Of Design Search Code Mailed
- 2006-05-31 New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

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Correspondent

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This page was generated by the TARR system on 2011-11-02 19:10:57 ET

Serial Number: 78890156 <u>Assignment Information</u> <u>Trademark Document Retrieval</u>

Registration Number: 3306991

Mark



Standard Character claim: No

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents

are due.

Date of Status: 2007-10-09

Filing Date: 2006-05-23

Transformed into a National Application: No

Registration Date: 2007-10-09

Register: Principal

Law Office Assigned: LAW OFFICE 106

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 830 -Post Registration

Date In Location: 2009-12-08

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Lance Armstrong Foundation

Address:

State or Country Where Organized: Texas

GOODS AND/OR SERVICES

International Class: 036 Class Status: Active

Charitable fundraising; charitable fundraising services in the field of cancer, cancer research, cancer recovery and

survival **Basis:** 1(a)

First Use Date: 2005-07-31

First Use in Commerce Date: 2005-07-31

ADDITIONAL INFORMATION

Color(s) Claimed: The color(s) yellow is/are claimed as a feature of the mark.

Description of Mark: The mark consists of a band of the color yellow as it appears on a single sleeve of a shirt. The matter shown in broken lines is used to show placement of the mark and is not a feature of the mark. The color yellow appears on the edge of a single sleeve of the shirt.

Section 2(f)

Design Search Code(s):

09.03.06 - Camisoles; Exercise clothes, sweatshirts; Jerseys; Shirts; Sweatshirts; Tank tops

29.03.08 - Yellow or gold (single color used on a portion of the goods)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2009-10-29 - Section 7 correction issued

2009-10-24 - Case Assigned To Post Registration Paralegal

2009-09-10 - TEAS Section 7 Request Received

2009-03-20 - TEAS Change Of Correspondence Received

2007-10-09 - Registered - Principal Register

2007-08-27 - Withdrawn From Issue - Tqr/Non-Atty Request

2007-07-03 - Published for opposition

2007-06-13 - Notice of publication

2007-05-30 - Law Office Publication Review Completed

2007-05-30 - Assigned To LIE

2007-05-11 - Approved for Pub - Principal Register (Initial exam)

2007-05-01 - Teas/Email Correspondence Entered

2007-04-30 - Communication received from applicant

2007-04-30 - TEAS Response to Office Action Received

2006-10-30 - Non-final action e-mailed

2006-10-30 - Non-Final Action Written

2006-10-25 - Assigned To Examiner

2006-10-24 - Assigned To Examiner

2006-06-01 - Notice Of Design Search Code Mailed

2006-05-31 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

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Correspondent

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This page was generated by the TARR system on 2011-11-02 19:15:45 ET

Serial Number: 77431136 <u>Assignment Information</u> <u>Trademark Document Retrieval</u>

Registration Number: 3716127

Mark

LIVESTRONG

(words only): LIVESTRONG

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents

are due.

Date of Status: 2009-11-24

Filing Date: 2008-03-25

Transformed into a National Application: No

Registration Date: 2009-11-24

Register: Principal

Law Office Assigned: LAW OFFICE 116

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark

Assistance Center at <u>TrademarkAssistanceCenter@uspto.gov</u>

Current Location: 650 - Publication And Issue Section

Date In Location: 2009-10-19

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Lance Armstrong Foundation

Address:

Lance Armstrong Foundation 2201 E. 6th Street

Austin, TX 78702 United States

Legal Entity Type: NON-PROFIT CORPORATION

State or Country Where Organized: Texas

GOODS AND/OR SERVICES

International Class: 044 Class Status: Active

Providing a website featuring information in the field of medical symptoms, medical conditions, medical practice specialties, medical procedures, healthy living, diet, health enhancement, alternative medicine, prescription and overthe-counter drugs, and nutrition; providing a website featuring medical information; Providing a web site featuring information in the field of mental health and wellness; mental health services

Basis: 1(a)

First Use Date: 2003-12-15

First Use in Commerce Date: 2003-12-15

ADDITIONAL INFORMATION

Prior Registration Number(s):

3052284 3126718

3202553

MADRID PROTOCOL INFORMATION

USPTO Reference Number: A0013778

International Registration Number: 0984668 International Registration Date: 2008-09-11 Original Filing Date with USPTO: 2008-09-11

International Registration Status: Application For IR Registered By IB

Date of International Registration Status: 2008-12-11 International Registration Renewal Date: 2018-09-11 Irregularity Reply by Date: (DATE NOT AVAILABLE)

Madrid History:

04-09-2010 - 08:43:14 - Ceasing Of Effect Reviewed - No Action Required By Office

02-24-2010 - 08:00:16 - Partial Ceasing Of Effect To Be Processed

02-22-2010 - 09:43:58 - Change Of Address Received From IB

12-13-2008 - 07:58:32 - Application For IR Registered By IB

10-27-2008 - 21:06:54 - Irregularity Response Sent To IB

10-27-2008 - 16:50:05 - Response To Irregularity Reviewed And Accepted

10-24-2008 - 12:56:46 - Irregularity Response Received From Applicant

09-23-2008 - 09:09:35 - Irregularity Notice Received From IB

09-11-2008 - 21:01:00 - IR Certified And Sent To IB

09-11-2008 - 17:03:50 - New Application For IR Received

09-11-2008 - 17:03:50 - Automatically Certified

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

```
2009-11-24 - Registered - Principal Register
2009-10-19 - Law Office Registration Review Completed
2009-10-13 - Allowed for Registration - Principal Register (SOU accepted)
2009-09-21 - Statement Of Use Processing Complete
2009-04-28 - Use Amendment Filed
2009-09-09 - Applicant/Correspondence Changes (Non-Responsive) Entered
2009-09-09 - TEAS Change Of Owner Address Received
2009-05-15 - Extension 1 granted
2009-04-28 - Extension 1 filed
2009-05-15 - Case Assigned To Intent To Use Paralegal
2009-04-28 - TEAS Extension Received
2009-04-28 - TEAS Statement of Use Received
2009-03-19 - TEAS Change Of Correspondence Received
2008-10-28 - NOA Mailed - SOU Required From Applicant
2008-08-05 - Published for opposition
2008-07-16 - Notice of publication
2008-07-01 - Law Office Publication Review Completed
2008-07-01 - Assigned To LIE
2008-06-30 - Approved For Pub - Principal Register
2008-06-30 - Examiner's Amendment Entered
2008-06-30 - Notification Of Examiners Amendment E-Mailed
2008-06-30 - Examiners amendment e-mailed
2008-06-30 - Examiners Amendment - Written
2008-06-27 - Assigned To Examiner
2008-03-29 - Notice Of Pseudo Mark Mailed
2008-03-28 - New Application Entered In Tram
```

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Heather A Dunn, Esq.

Correspondent

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This page was generated by the TARR system on 2011-11-02 19:16:40 ET

Serial Number: 76591079 <u>Assignment Information</u> <u>Trademark Document Retrieval</u>

Registration Number: 3052284

Mark

LIVESTRONG

(words only): LIVESTRONG

Standard Character claim: Yes

Current Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Date of Status: 2011-03-28

Filing Date: 2004-05-07

Transformed into a National Application: No

Registration Date: 2006-01-31

Register: Principal

Law Office Assigned: LAW OFFICE 109

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: L90 -TMEG Law Office 109

Date In Location: 2011-03-28

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. LANCE ARMSTRONG FOUNDATION

Address:

LANCE ARMSTRONG FOUNDATION 2201 E. 6th Street Austin, TX 78702

United States

Legal Entity Type: NON-PROFIT CORPORATION

State or Country Where Organized: Texas

GOODS AND/OR SERVICES

International Class: 014 Class Status: Active

Jewelry Basis: 1(a)

First Use Date: 2004-05-03

First Use in Commerce Date: 2004-05-03

International Class: 036 **Class Status:** Active

charitable fundraising services

Basis: 1(a)

First Use Date: 2003-12-15

First Use in Commerce Date: 2003-12-15

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

USPTO Reference Number: Z1231431

International Registration Number: 0836961 International Registration Date: 2004-08-31 Original Filing Date with USPTO: 2004-08-31

International Registration Status: Death Of International Registration

Date of International Registration Status: 2007-11-02 International Registration Renewal Date: 2014-08-31

Irregularity Reply by Date: 2007-11-23

Madrid History:

02-12-2010 - 07:48:26 - Change Of Owner Received From IB
10-29-2009 - 18:10:45 - Change Of Owner Received From IB
01-25-2008 - 08:39:18 - Uspto Correction Processed By IB
11-02-2007 - 07:59:40 - International Registration Cancelled By IB
11-02-2007 - 07:59:26 - Total Ceasing Of Effect Processed By IB
08-24-2007 - 09:16:54 - Irregularity On Ceasing Of Effect Received From IB
06-07-2007 - 21:00:34 - Total Ceasing Of Effect Notice Sent To IB
06-07-2007 - 14:02:35 - Ceasing Of Effect Processed
06-04-2007 - 07:44:51 - Partial Ceasing Of Effect To Be Processed
04-20-2007 - 09:03:45 - Irregularity On Ceasing Of Effect Received From IB
04-17-2007 - 21:00:38 - Partial Ceasing Of Effect Notice Sent To IB
04-17-2007 - 10:31:10 - Ceasing Of Effect Processed
04-04-2007 - 16:41:09 - Partial Ceasing Of Effect To Be Processed
01-29-2007 - 21:00:37 - Partial Ceasing Of Effect Notice Sent To IB

```
12-05-2006 - 07:58:39 - Partial Ceasing Of Effect To Be Processed 09-16-2005 - 12:26:40 - Division Of Base Application Processed By IB 08-29-2005 - 16:00:18 - Divisional Of Base App Notice Sent To IB 08-27-2005 - 02:00:21 - Divisional Of Base App Notice Created, To Be Sent To IB 07-21-2005 - 14:52:47 - Subsequent Designation Processed By IB 07-01-2005 - 16:00:22 - Subsequent Designation Sent To IB 06-30-2005 - 20:45:50 - Subsequent Designation Received 12-16-2004 - 14:40:50 - Application For IR Registered By IB 09-08-2004 - 07:33:08 - Manually Certified 09-03-2004 - 11:51:21 - New Application For IR Received
```

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

```
2011-03-28 - Section 8 (6-year) accepted & Section 15 acknowledged
2011-03-24 - TEAS Section 8 & 15 Received
2009-09-09 - Applicant/Correspondence Changes (Non-Responsive) Entered
2009-09-09 - TEAS Change Of Owner Address Received
2009-08-19 - Automatic Update Of Assignment Of Ownership
2009-03-19 - TEAS Change Of Correspondence Received
2008-05-20 - Notice Of Suit
2006-09-26 - Section 7 correction issued
2006-07-12 - Section 7 correction issued
2006-07-10 - Response received for Post Registration action
2006-07-10 - FAX RECEIVED
2006-07-10 - Post Registration action mailed - Section 7
2006-06-29 - Section 7 amendment filed
2006-01-31 - Registered - Principal Register
2005-11-08 - Published for opposition
2005-10-19 - Notice of publication
2005-09-23 - Law Office Publication Review Completed
2005-09-08 - Examiner's amendment mailed
2005-09-08 - Approved for Pub - Principal Register (Initial exam)
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2005-09-08 - Examiner's Amendment Entered
2005-09-08 - Examiners Amendment - Written
2005-09-08 - Previous Allowance Count Withdrawn
2005-08-31 - Approved for Pub - Principal Register (Initial exam)
2005-08-26 - Divisional processing completed
2005-08-08 - Divisional request received
2005-08-26 - Amendment From Applicant Entered
2005-08-08 - Communication received from applicant
2005-08-26 - Assigned To LIE
2005-08-08 - PAPER RECEIVED
2005-07-11 - TEAS Change Of Correspondence Received
2005-06-22 - Non-final action mailed
2005-06-21 - Non-Final Action Written
2005-06-21 - Previous Allowance Count Withdrawn
2004-11-01 - PAPER RECEIVED
2005-01-04 - Law Office Publication Review Completed
2005-01-04 - Assigned To LIE
2004-12-20 - Assigned To LIE
2004-12-14 - Approved for Pub - Principal Register (Initial exam)
2004-12-07 - Examiner's amendment mailed
2004-12-06 - Examiners Amendment - Written
2004-12-06 - Assigned To Examiner
2004-11-18 - Petition To Director - Granted
2004-11-01 - Petition To Director Received
```

ATTORNEY/CORRESPONDENT INFORMATION

2004-05-19 - New Application Entered In Tram

Attorney of Record HEATHER A DUNN

Correspondent

HEATHER A DUNN DLA PIPER LLP (US) 555 MISSION STREET, SUITE 2400 SAN FRANCISCO CA 94105-2933 Phone Number: (415) 836-2557

This page was generated by the TARR system on 2011-11-02 19:17:07 ET

Serial Number: 76644416 <u>Assignment Information</u> <u>Trademark Document Retrieval</u>

Registration Number: 3315119

Mark



(words only): LIVESTRONG

Standard Character claim: No

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents

are due.

Date of Status: 2007-10-23

Filing Date: 2005-08-05

Transformed into a National Application: No

Registration Date: 2007-10-23

Register: Principal

Law Office Assigned: LAW OFFICE 115

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 - Publication And Issue Section

Date In Location: 2007-10-23

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. LANCE ARMSTRONG FOUNDATION

Address:

LANCE ARMSTRONG FOUNDATION 2201 E. 6th Street

Austin, TX 78702 United States

Legal Entity Type: TEXAS NON-PROFIT CORPORATION State or Country Where Organized: (NOT AVAILABLE)

GOODS AND/OR SERVICES

International Class: 014 Class Status: Active

Jewelry **Basis:** 1(a)

First Use Date: 2004-05-03

First Use in Commerce Date: 2004-05-03

ADDITIONAL INFORMATION

Disclaimer: the design of a rubber wristband

Description of Mark: The mark consists of the appearance and three-dimensional design of a rubber wristband with the word LIVESTRONG impressed on the band.

Design Search Code(s):

17.03.02 - Bracelets; Chains, jewelry; Chokers (jewelry); Dog tags (military identification); Necklaces; Tags, identification (metal)

Prior Registration Number(s):

3052284

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2009-09-09 - Applicant/Correspondence Changes (Non-Responsive) Entered

2009-09-09 - TEAS Change Of Owner Address Received

2009-08-19 - Automatic Update Of Assignment Of Ownership

2009-03-20 - TEAS Change Of Correspondence Received

2007-10-23 - Registered - Principal Register

2007-08-07 - Published for opposition

2007-07-18 - Notice of publication

2007-05-16 - Law Office Publication Review Completed

2007-05-16 - Assigned To LIE

2007-04-28 - Approved for Pub - Principal Register (Initial exam)

2007-04-27 - Teas/Email Correspondence Entered

2007-04-26 - Communication received from applicant

2007-04-26 - TEAS Response to Office Action Received

2006-10-26 - Final refusal mailed

2006-10-26 - Final Refusal Written

2006-09-12 - Teas/Email Correspondence Entered

2006-09-08 - Communication received from applicant

2006-09-08 - TEAS Response to Office Action Received

2006-03-08 - Non-final action mailed

2006-03-07 - Non-Final Action Written

2006-02-25 - Assigned To Examiner

2005-09-01 - Applicant amendment prior to exam entered

2005-09-01 - TEAS Voluntary Amendment Received

2005-08-17 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Heather A. Dunn

Correspondent

HEATHER A DUNN

DLA Piper LLP (US)

555 Mission Street, Suite 2400

San Francisco CA 94105-2933

Phone Number: (415) 836-2557

Fax Number: (415) 836-2501

This page was generated by the TARR system on 2011-11-02 19:17:26 ET

Serial Number: 76644417 <u>Assignment Information</u> <u>Trademark Document Retrieval</u>

Registration Number: 3296017

Mark



(words only): LIVESTRONG

Standard Character claim: No

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents

are due.

Date of Status: 2007-09-25

Filing Date: 2005-08-05

Transformed into a National Application: No

Registration Date: 2007-09-25

Register: Principal

Law Office Assigned: LAW OFFICE 111

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 - Publication And Issue Section

Date In Location: 2007-09-25

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. LANCE ARMSTRONG FOUNDATION

Address:

LANCE ARMSTRONG FOUNDATION 2201 E. 6th Street

Austin, TX 78702 United States

Legal Entity Type: TEXAS NON-PROFIT CORPORATION State or Country Where Organized: (NOT AVAILABLE)

GOODS AND/OR SERVICES

International Class: 036 Class Status: Active

Charitable fundraising services

Basis: 1(a)

First Use Date: 2004-05-03

First Use in Commerce Date: 2004-05-03

ADDITIONAL INFORMATION

Color(s) Claimed: Color is not claimed as a feature of the mark.

Disclaimer: THE DESIGN OF A RUBBER WRISTBAND

Description of Mark: The mark consists of the appearance and three-dimensional design of a rubber wristband with the word LIVESTRONG impressed on the band.

Design Search Code(s):

17.03.25 - Brooches; Cuff-links; Earrings; Locket; Necktie clasps and fasteners; Pins, jewelry; Tie tacks

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2009-09-09 - Applicant/Correspondence Changes (Non-Responsive) Entered

2009-09-09 - TEAS Change Of Owner Address Received

2009-08-19 - Automatic Update Of Assignment Of Ownership

2009-03-20 - TEAS Change Of Correspondence Received

2007-09-25 - Registered - Principal Register

2007-08-15 - Withdrawn From Issue - Tqr/Non-Atty Request

2007-06-26 - Published for opposition

2007-06-06 - Notice of publication

- 2007-04-21 Law Office Publication Review Completed 2007-04-21 - Assigned To LIE 2007-04-02 - Examiner's amendment mailed 2007-03-30 - Approved for Pub - Principal Register (Initial exam) 2007-03-30 - Examiner's Amendment Entered 2007-03-30 - Examiners Amendment -Written 2006-11-29 - Non-final action mailed 2006-11-29 - Non-Final Action Written 2006-11-08 - Teas/Email Correspondence Entered 2006-10-26 - Communication received from applicant 2006-10-26 - TEAS Response to Office Action Received 2006-04-26 - Non-final action mailed 2006-04-26 - Non-Final Action Written 2006-02-27 - Non-final action mailed 2006-02-26 - Non-Final Action Written 2006-02-25 - Assigned To Examiner 2005-09-09 - Amendment From Applicant Entered
- 2005-09-01 TEAS Voluntary Amendment Received

2005-09-01 - Communication received from applicant

2005-08-17 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Heather A. Dunn

Correspondent

HEATHER A DUNN

DLA Piper LLP (US)

555 Mission Street, Suite 2400 San Francisco CA 94105-2933

Phone Number: (415) 836-2557 Fax Number: (415) 836-2501

http://tarr.uspto.gov/tarr?regser=registration&entry=3296017&action=Request+Status[11/2/2011 4:17:31 PM]



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Serial Number: 78706568 <u>Assignment Information</u> **Trademark Document Retrieval**

Registration Number: 3226837

Mark



Standard Character claim: No

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents

are due.

Date of Status: 2007-04-10

Filing Date: 2005-09-02

Transformed into a National Application: No

Registration Date: 2007-04-10

Register: Principal

Law Office Assigned: LAW OFFICE 106

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark

Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 - Publication And Issue Section

Date In Location: 2007-04-10

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. LANCE ARMSTRONG FOUNDATION

Address:

LANCE ARMSTRONG FOUNDATION 2201 E. 6th Street Austin, TX 78702 United States

Legal Entity Type: TEXAS NON-PROFIT CORPORATION State or Country Where Organized: (NOT AVAILABLE)

GOODS AND/OR SERVICES

International Class: 036 Class Status: Active

Charitable fund raising; charitable fundraising services in the field of cancer, cancer research, cancer recovery and

survival **Basis:** 1(a)

First Use Date: 2004-05-03

First Use in Commerce Date: 2004-05-03

ADDITIONAL INFORMATION

Color(s) Claimed: The color(s) Yellow is/are claimed as a feature of the mark.

Description of Mark and Any Color Part(s): The color yellow appears on the entire surface of the band.

Disclaimer: the representation of the design of a band

Description of Mark: The mark consists of a three dimensional band in the color yellow.

Section 2(f)

Design Search Code(s):

17.03.03 - Rings, jewelry

29.02.08 - Yellow or gold (single color used for the entire goods/services)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2009-09 - Applicant/Correspondence Changes (Non-Responsive) Entered

2009-09-09 - TEAS Change Of Owner Address Received

2009-08-19 - Automatic Update Of Assignment Of Ownership

2009-03-20 - TEAS Change Of Correspondence Received

2008-05-20 - Notice Of Suit

2007-04-10 - Registered - Principal Register

2007-01-23 - Published for opposition

2007-01-03 - Notice of publication

2006-12-06 - Law Office Publication Review Completed

2006-12-06 - Assigned To LIE

2006-11-17 - Approved for Pub - Principal Register (Initial exam)

2006-10-25 - Teas/Email Correspondence Entered

2006-10-23 - Communication received from applicant

2006-10-23 - TEAS Response to Office Action Received

2006-05-02 - Non-final action e-mailed

2006-05-02 - Non-Final Action Written

2006-03-19 - Assigned To Examiner

2006-03-17 - Assigned To Examiner

2005-09-12 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Heather A. Dunn, Esq.

Correspondent

HEATHER A DUNN

DLA Piper LLP (US)

555 Mission Street, Suite 2400

San Francisco CA 94105-2933

Phone Number: (415) 836-2557 Fax Number: (415) 836-2501

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Serial Number: 78706563 <u>Assignment Information</u> <u>Trademark Document Retrieval</u>

Registration Number: 3157452

Mark



Standard Character claim: No

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents

are due.

Date of Status: 2006-10-17

Filing Date: 2005-09-02

Transformed into a National Application: No

Registration Date: 2006-10-17

Register: Principal

Law Office Assigned: LAW OFFICE 106

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 - Publication And Issue Section

Date In Location: 2006-10-17

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. LANCE ARMSTRONG FOUNDATION

Address:

LANCE ARMSTRONG FOUNDATION 2201 E. 6th Street Austin, TX 78702 United States **Legal Entity Type: TEXAS NON-PROFIT CORPORATION State or Country Where Organized:** (NOT AVAILABLE)

GOODS AND/OR SERVICES

International Class: 036 Class Status: Active

Charitable fund raising; charitable fundraising services in the field of cancer, cancer research, cancer recovery and

survival **Basis:** 1(a)

First Use Date: 2004-05-03

First Use in Commerce Date: 2004-05-03

ADDITIONAL INFORMATION

Color(s) Claimed: The color Yellow is claimed as a feature of the mark.

Description of Mark: The mark consists of the color yellow, which is used on bands. The matter shown in broken lines is not part of the mark.

Section 2(f)

Design Search Code(s):

17.03.03 - Rings, jewelry

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2009-09-09 - Applicant/Correspondence Changes (Non-Responsive) Entered

2009-09-09 - TEAS Change Of Owner Address Received

2009-08-19 - Automatic Update Of Assignment Of Ownership

2009-03-20 - TEAS Change Of Correspondence Received

2008-05-20 - Notice Of Suit

2006-10-17 - Registered - Principal Register

2006-07-25 - Published for opposition

2006-07-05 - Notice of publication

2006-06-05 - Law Office Publication Review Completed

2006-06-02 - Assigned To LIE

2006-05-05 - Assigned To LIE

2006-04-28 - Approved for Pub - Principal Register (Initial exam)

2006-03-19 - Assigned To Examiner

2006-03-17 - Assigned To Examiner

2005-09-12 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Heather A. Dunn, Esq.

Correspondent

HEATHER A DUNN

DLA Piper LLP (US)

555 Mission Street, Suite 2400

San Francisco CA 94105-2933

Phone Number: (415) 836-2557

Fax Number: (415) 836-2501

This page was generated by the TARR system on 2011-11-02 19:12:59 ET

Serial Number: 78706562 <u>Assignment Information</u> <u>Trademark Document Retrieval</u>

Registration Number: 3317268

Mark



Standard Character claim: No

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents

are due.

Date of Status: 2007-10-23

Filing Date: 2005-09-02

Transformed into a National Application: No

Registration Date: 2007-10-23

Register: Principal

Law Office Assigned: LAW OFFICE 106

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark

Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 - Publication And Issue Section

Date In Location: 2007-10-23

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. LANCE ARMSTRONG FOUNDATION

Address:

LANCE ARMSTRONG FOUNDATION 2201 E. 6th Street Austin, TX 78702 United States **Legal Entity Type: TEXAS NON-PROFIT CORPORATION State or Country Where Organized:** (NOT AVAILABLE)

GOODS AND/OR SERVICES

International Class: 014 Class Status: Active

Jewelry, namely, wristbands in the nature of a bracelet for use in fundraising and education in the field of cancer,

cancer research, cancer recovery and survival

Basis: 1(a)

First Use Date: 2004-05-03

First Use in Commerce Date: 2004-05-03

ADDITIONAL INFORMATION

Color(s) Claimed: The color(s) Yellow is/are claimed as a feature of the mark.

Description of Mark: The mark consists of the color yellow, which is used on bands. The matter shown in broken lines is not part of the mark.

Section 2(f)

Design Search Code(s):

17.03.03 - Rings, jewelry

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2009-09-09 - Applicant/Correspondence Changes (Non-Responsive) Entered

2009-09-09 - TEAS Change Of Owner Address Received

2009-08-19 - Automatic Update Of Assignment Of Ownership

2009-03-20 - TEAS Change Of Correspondence Received

2007-10-23 - Ex parte appeal terminated

2007-10-23 - Registered - Principal Register

2007-08-07 - Published for opposition

2007-07-18 - Notice of publication

- 2007-07-02 Law Office Publication Review Completed
- 2007-06-25 Approved for Pub Principal Register (Initial exam)
- 2007-06-22 Teas/Email Correspondence Entered
- 2007-06-22 Communication received from applicant
- 2007-06-22 Assigned To LIE
- 2007-06-12 TEAS Response to Office Action Received
- 2007-06-12 Ex parte appeal Instituted
- 2007-06-12 Jurisdiction Restored To Examining Attorney
- 2007-06-12 EXPARTE APPEAL RECEIVED AT TTAB
- 2006-12-15 Final refusal e-mailed
- 2006-12-15 Final Refusal Written
- 2006-10-31 Teas/Email Correspondence Entered
- 2006-10-30 Communication received from applicant
- 2006-10-30 TEAS Response to Office Action Received
- 2006-04-28 Non-final action e-mailed
- 2006-04-28 Non-Final Action Written
- 2006-03-19 Assigned To Examiner
- 2006-03-17 Assigned To Examiner
- 2005-09-12 New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Heather A. Dunn

Correspondent

HEATHER A DUNN

DLA Piper LLP (US)

555 Mission Street, Suite 2400

San Francisco CA 94105-2933

Phone Number: (415) 836-2557

Fax Number: (415) 836-2501

This page was generated by the TARR system on 2011-11-02 19:13:21 ET

Serial Number: 78706554 <u>Assignment Information</u> **Trademark Document Retrieval**

Registration Number: 3317267

Mark



Standard Character claim: No

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents

are due.

Date of Status: 2007-10-23

Filing Date: 2005-09-02

Transformed into a National Application: No

Registration Date: 2007-10-23

Register: Principal

Law Office Assigned: LAW OFFICE 106

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark

Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 - Publication And Issue Section

Date In Location: 2007-10-23

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. LANCE ARMSTRONG FOUNDATION

Address:

LANCE ARMSTRONG FOUNDATION 2201 E. 6th Street Austin, TX 78702 United States

Legal Entity Type: TEXAS NON-PROFIT CORPORATION State or Country Where Organized: (NOT AVAILABLE)

GOODS AND/OR SERVICES

International Class: 014 Class Status: Active

Jewelry, namely, wristbands in the nature of a bracelet for use in fundraising and education in the field of cancer,

cancer research, cancer recovery and survival

Basis: 1(a)

First Use Date: 2004-05-03

First Use in Commerce Date: 2004-05-03

ADDITIONAL INFORMATION

Color(s) Claimed: The color(s) Yellow is/are claimed as a feature of the mark.

Disclaimer: THE DESIGN OF A BAND

Description of Mark: "The mark consists of a three dimensional band in the color yellow. The color yellow appears

on the entire surface of the band."

Section 2(f)

Design Search Code(s):

17.03.03 - Rings, jewelry

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2009-09-09 - Applicant/Correspondence Changes (Non-Responsive) Entered

2009-09-09 - TEAS Change Of Owner Address Received

2009-08-19 - Automatic Update Of Assignment Of Ownership

2009-03-20 - TEAS Change Of Correspondence Received

2007-10-23 - Ex parte appeal terminated

2007-10-23 - Registered - Principal Register

2007-08-07 - Published for opposition

- 2007-07-18 Notice of publication
- 2007-07-02 Law Office Publication Review Completed
- 2007-06-25 Approved for Pub Principal Register (Initial exam)
- 2007-06-22 Teas/Email Correspondence Entered
- 2007-06-22 Communication received from applicant
- 2007-06-22 Assigned To LIE
- 2007-06-12 TEAS Response to Office Action Received
- 2007-06-12 Ex parte appeal Instituted
- 2007-06-12 Jurisdiction Restored To Examining Attorney
- 2007-06-12 EXPARTE APPEAL RECEIVED AT TTAB
- 2006-12-15 Final refusal e-mailed
- 2006-12-15 Final Refusal Written
- 2006-10-25 Teas/Email Correspondence Entered
- 2006-10-23 Communication received from applicant
- 2006-10-23 TEAS Response to Office Action Received
- 2006-05-02 Non-final action e-mailed
- 2006-05-02 Non-Final Action Written
- 2006-03-19 Assigned To Examiner
- 2006-03-17 Assigned To Examiner
- 2005-09-12 New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Heather A. Dunn

Correspondent

HEATHER A DUNN

DLA Piper LLP (US)

555 Mission Street, Suite 2400

San Francisco CA 94105-2933

Phone Number: (415) 836-2557

Fax Number: (415) 836-2501



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Serial Number: 77003313 <u>Assignment Information</u> <u>Trademark Document Retrieval</u>

Registration Number: 3267242

Mark

LIVESTRONG

(words only): LIVESTRONG

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents

are due.

Date of Status: 2007-07-24

Filing Date: 2006-09-20

Transformed into a National Application: No

Registration Date: 2007-07-24

Register: Principal

Law Office Assigned: LAW OFFICE 101

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark

Assistance Center at <u>TrademarkAssistanceCenter@uspto.gov</u>

Current Location: 830 -Post Registration

Date In Location: 2009-12-09

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Lance Armstrong Foundation

Address:

Lance Armstrong Foundation 2201 E. 6th Street

Austin, TX 78702 United States

Legal Entity Type: NON-PROFIT CORPORATION

State or Country Where Organized: Texas

GOODS AND/OR SERVICES

International Class: 021 Class Status: Active

Ceramic vessels, bowls, plates, pots; plates, cups, mugs, bowls, tea kettles, tea pots not made of precious metals

Basis: 1(a)

First Use Date: 2006-07-01

First Use in Commerce Date: 2006-07-01

ADDITIONAL INFORMATION

Prior Registration Number(s):

3052284

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2009-10-26 - Section 7 correction issued

2009-10-26 - Case Assigned To Post Registration Paralegal

2009-09-10 - TEAS Section 7 Request Received

2009-03-20 - TEAS Change Of Correspondence Received

2008-05-20 - Notice Of Suit

2007-07-24 - Registered - Principal Register

2007-05-08 - Published for opposition

2007-04-18 - Notice of publication

2007-03-10 - Law Office Publication Review Completed

2007-03-09 - Assigned To LIE

2007-02-12 - Approved for Pub - Principal Register (Initial exam)

2007-02-09 - Assigned To Examiner

2006-09-27 - Notice Of Pseudo Mark Mailed

2006-09-26 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Heather A. Dunn

Correspondent

Heather A. Dunn, DLA Piper LLP (US) 555 Mission Street, Suite 2400 San Francisco CA 94105-2933 Phone Number: (415) 836-2557

Fax Number: (415) 836-2501

This page was generated by the TARR system on 2011-11-02 19:18:30 ET

Serial Number: 77936498 <u>Assignment Information</u> <u>Trademark Document Retrieval</u>

Registration Number: 3849996

Mark

LIVESTRONG

(words only): LIVESTRONG

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents

are due.

Date of Status: 2010-09-21

Filing Date: 2010-02-16

Transformed into a National Application: No

Registration Date: 2010-09-21

Register: Principal

Law Office Assigned: LAW OFFICE 104

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark

Assistance Center at <u>TrademarkAssistanceCenter@uspto.gov</u>

Current Location: 650 - Publication And Issue Section

Date In Location: 2010-09-21

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Lance Armstrong Foundation

Address:

Lance Armstrong Foundation 2201 E. 6th Street

Austin, TX 78702 United States

Legal Entity Type: non-profit corporation State or Country Where Organized: Texas

GOODS AND/OR SERVICES

International Class: 016 Class Status: Active

magazines in the field of cancer, and cancer recovery, prevention, treatment, survival, and awareness; magazines in the

field of health, fitness and wellness

Basis: 1(a)

First Use Date: 2010-02-01

First Use in Commerce Date: 2010-02-01

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2010-09-21 - Registered - Principal Register

2010-07-06 - Notice Of Actual Publication E-Mailed

2010-07-06 - Published for opposition

2010-06-02 - Law Office Publication Review Completed

2010-06-02 - Assigned To LIE

2010-05-19 - Approved for Pub - Principal Register (Initial exam)

2010-05-19 - Assigned To Examiner

2010-03-03 - TEAS Amendment Entered Before Attorney Assigned

2010-03-03 - TEAS Voluntary Amendment Received

2010-02-20 - Notice Of Pseudo Mark Mailed

2010-02-19 - New Application Office Supplied Data Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Heather A. Dunn, Esq.

Correspondent

HEATHER A. DUNN, ESQ. DLA PIPER LLP (US) 555 MISSION ST STE 2400 SAN FRANCISCO, CA 94105-0922

Phone Number: 415.836.2557 Fax Number: 415.836.2501

This page was generated by the TARR system on 2011-11-02 19:15:10 ET

Serial Number: 85021855 <u>Assignment Information</u> <u>Trademark Document Retrieval</u>

Registration Number: (NOT AVAILABLE)

Mark

LIVESTRONG

(words only): LIVESTRONG

Standard Character claim: Yes

Current Status: A second request for extension of time to file a Statement of Use has been granted.

Date of Status: 2011-09-07

Filing Date: 2010-04-23

The Notice of Allowance Date is: 2010-09-07

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 104

Attorney Assigned:BLAIR JASON PAUL

Current Location: 700 - Intent To Use Section

Date In Location: 2011-09-06

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Lance Armstrong Foundation

Address:

Lance Armstrong Foundation 2201 E. 6th Street

Austin, TX 78702 United States

Legal Entity Type: non-profit corporation **State or Country Where Organized:** Texas

GOODS AND/OR SERVICES

International Class: 005 Class Status: Active

Nutritionally fortified beverages; nutritional energy bars for use as a meal substitute; meal replacement bars

Basis: 1(b)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

International Class: 029 Class Status: Active

Vegetable-based snack foods; soy-based snack foods; fruit-based snack foods; nut-based snack foods; frozen, prepared, and packaged meals consisting primarily of meat, fish, poultry or vegetables; frozen, prepared, and packaged meals consisting primarily of vegetables; prepared food kits composed of meat, poultry, fish, seafood, and/or vegetables, ready for cooking and assembly as a meal; protein based, nutrient-dense snack bars

Basis: 1(b)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

International Class: 030 Class Status: Active

Whole-grain based snack foods; prepared, and packaged meals consisting primarily of grains; prepared food kits

composed of grains, ready for cooking and assembly as a meal

Basis: 1(b)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

International Class: 032 Class Status: Active

Energy drinks; sports drinks, namely, energy drinks; bottled water; flavored bottled water; non-alcoholic beverages, namely, energy drinks and fruit-flavored beverages; concentrates and powders used in the preparation of energy drinks

and fruit-flavored beverages

Basis: 1(b)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Prior Registration Number(s):

3052284

3126718

3202553

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2011-09-08 - Notice Of Approval Of Extension Request E-Mailed 2011-09-07 - Extension 2 granted 2011-09-02 - Extension 2 filed 2011-09-06 - Case Assigned To Intent To Use Paralegal 2011-09-02 - TEAS Extension Received 2011-03-09 - Notice Of Approval Of Extension Request E-Mailed 2011-03-07 - Extension 1 granted 2011-03-07 - Extension 1 filed 2011-03-07 - TEAS Extension Received 2010-09-07 - NOA E-Mailed - SOU Required From Applicant 2010-07-13 - Notice Of Actual Publication E-Mailed 2010-07-13 - Published for opposition 2010-06-04 - Law Office Publication Review Completed 2010-06-03 - Assigned To LIE 2010-05-19 - Approved For Pub - Principal Register 2010-05-19 - Examiner's Amendment Entered 2010-05-19 - Notification Of Examiners Amendment E-Mailed 2010-05-19 - Examiners amendment e-mailed 2010-05-19 - Examiners Amendment -Written 2010-05-19 - Assigned To Examiner 2010-05-01 - Notice Of Pseudo Mark Mailed 2010-04-30 - New Application Office Supplied Data Entered In Tram

2010-04-27 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Heather A. Dunn

Correspondent

HEATHER A. DUNN DLA PIPER LLP (US) 555 MISSION ST STE 2400 SAN FRANCISCO, CA 94105-0922

Phone Number: 415.836.2557 Fax Number: 415.659.7357

This page was generated by the TARR system on 2011-11-02 19:20:36 ET

Serial Number: 85975419 <u>Assignment Information</u> <u>Trademark Document Retrieval</u>

Registration Number: 4049434

Mark

TEAM LIVESTRONG

(words only): TEAM LIVESTRONG

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents

are due.

Date of Status: 2011-11-01

Filing Date: 2010-04-20

Transformed into a National Application: No

Registration Date: 2011-11-01

Register: Principal

Law Office Assigned: LAW OFFICE 104

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark

Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 - Publication And Issue Section

Date In Location: 2011-11-01

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Lance Armstrong Foundation

Address:

Lance Armstrong Foundation 2201 E. 6th Street

Austin, TX 78702 United States

Legal Entity Type: non-profit corporation State or Country Where Organized: Texas

GOODS AND/OR SERVICES

International Class: 036 Class Status: Active

Charitable fundraising services

Basis: 1(a)

First Use Date: 2009-02-00

First Use in Commerce Date: 2009-02-00

ADDITIONAL INFORMATION

Prior Registration Number(s):

3052284 3126718

3202553

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2011-11-01 - Registered - Principal Register

2011-08-16 - Notice Of Actual Publication E-Mailed

2011-08-16 - Published for opposition

2011-07-12 - Law Office Publication Review Completed

2011-07-11 - Approved for Pub - Principal Register (Initial exam)

2011-07-08 - Notice Of Pseudo Mark Mailed

2011-07-07 - Divisional processing completed

2011-06-21 - Divisional request received

2011-06-27 - Case Assigned To Intent To Use Paralegal

2011-06-24 - Assigned To LIE

- 2011-06-21 TEAS Request For Reconsideration Received
- 2011-06-21 Ex parte appeal Instituted
- 2011-06-21 Jurisdiction Restored To Examining Attorney
- 2011-06-21 EXPARTE APPEAL RECEIVED AT TTAB
- 2011-05-28 Teas/Email Correspondence Entered
- 2011-05-27 Communication received from applicant
- 2011-05-27 TEAS Request For Reconsideration Received
- 2010-12-21 Notification Of Final Refusal Emailed
- 2010-12-21 Final refusal e-mailed
- 2010-12-21 Final Refusal Written
- 2010-11-23 Teas/Email Correspondence Entered
- 2010-11-22 Communication received from applicant
- 2010-11-22 TEAS Response to Office Action Received
- 2010-05-20 Notification Of Priority Action E-Mailed
- 2010-05-20 Priority Action E-Mailed
- 2010-05-20 Priority Action Written
- 2010-05-19 Assigned To Examiner
- 2010-04-24 Notice Of Pseudo Mark Mailed
- 2010-04-23 New Application Office Supplied Data Entered In Tram
- 2010-04-23 New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Heather A. Dunn, Esq.

Correspondent

HEATHER A DUNN DLA PIPER LLP (US) 555 MISSION ST STE 2400

SAN FRANCISCO, CA 94105-0922

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Serial Number: 85018297 <u>Assignment Information</u> <u>Trademark Document Retrieval</u>

Registration Number: (NOT AVAILABLE)

Mark

TEAM LIVESTRONG

(words only): TEAM LIVESTRONG

Standard Character claim: Yes

Current Status: Jurisdiction restored to the examining attorney to take further action on the file.

Date of Status: 2011-09-21

Filing Date: 2010-04-20

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 104

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: L4X -TMEG Law Office 104 - Examining Attorney Assigned

Date In Location: 2011-07-21

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Lance Armstrong Foundation

Address:

Lance Armstrong Foundation 2201 E. 6th Street Austin, TX 78702

United States

Legal Entity Type: non-profit corporation State or Country Where Organized: Texas

GOODS AND/OR SERVICES

International Class: 041 **Class Status:** Active

Organization of sports events in the field of running, walking, cycling, and swimming; organizing community sporting

events; conducting charity sporting events and tournaments

Basis: 1(a)

First Use Date: 2009-02-00

First Use in Commerce Date: 2009-02-00

ADDITIONAL INFORMATION

Prior Registration Number(s):

3052284 3126718

3202553

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2011-09-21 - Jurisdiction Restored To Examining Attorney

2011-07-21 - Notification Of Action Denying Req For Recon E-Mailed

2011-07-21 - ACTION DENYING REQ FOR RECON E-MAILED

2011-07-21 - Continuation of final refusal mailed

2011-07-07 - Divisional processing completed

2011-06-21 - Divisional request received

2011-06-27 - Case Assigned To Intent To Use Paralegal

2011-06-24 - Assigned To LIE

2011-06-21 - TEAS Request For Reconsideration Received

2011-06-21 - Ex parte appeal - Instituted

- 2011-06-21 Jurisdiction Restored To Examining Attorney
- 2011-06-21 EXPARTE APPEAL RECEIVED AT TTAB
- 2011-05-28 Teas/Email Correspondence Entered
- 2011-05-27 Communication received from applicant
- 2011-05-27 TEAS Request For Reconsideration Received
- 2010-12-21 Notification Of Final Refusal Emailed
- 2010-12-21 Final refusal e-mailed
- 2010-12-21 Final Refusal Written
- 2010-11-23 Teas/Email Correspondence Entered
- 2010-11-22 Communication received from applicant
- 2010-11-22 TEAS Response to Office Action Received
- 2010-05-20 Notification Of Priority Action E-Mailed
- 2010-05-20 Priority Action E-Mailed
- 2010-05-20 Priority Action Written
- 2010-05-19 Assigned To Examiner
- 2010-04-24 Notice Of Pseudo Mark Mailed
- 2010-04-23 New Application Office Supplied Data Entered In Tram
- 2010-04-23 New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Heather A. Dunn, Esq.

Correspondent

HEATHER A DUNN DLA PIPER LLP (US)

555 MISSION ST STE 2400

SAN FRANCISCO, CA 94105-0922

Phone Number: 415.836.2557 Fax Number: 415.659.7357

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Serial Number: 78887770 Assignment Information Trademark Document Retrieval

Registration Number: 3363666

Mark

LIVESTRONG YOUNG ADULT ALLIANCE

(words only): LIVESTRONG YOUNG ADULT ALLIANCE

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents

are due.

Date of Status: 2008-01-01

Filing Date: 2006-05-19

Transformed into a National Application: No

Registration Date: 2008-01-01

Register: Principal

Law Office Assigned: LAW OFFICE 116

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark

Assistance Center at <u>TrademarkAssistanceCenter@uspto.gov</u>

Current Location: 830 -Post Registration

Date In Location: 2009-12-08

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Lance Armstrong Foundation

Address:

Lance Armstrong Foundation 2201 E. 6th Street

Austin, TX 78702 United States

Legal Entity Type: NON-PROFIT CORPORATION

State or Country Where Organized: Texas

GOODS AND/OR SERVICES

International Class: 035 Class Status: Active

Lobbying services, namely, promoting public health and cancer survivorship interests in the fields of politics, legislation, and regulation; promoting public awareness of public health in the fields of cancer, cancer research, delivery of patient care, cancer recovery and survival by sponsoring, developing, and carrying out community and national programs; charitable services, namely organizing and conducting volunteer programs and community service projects

Basis: 1(a)

First Use Date: 2006-11-10

First Use in Commerce Date: 2006-11-10

International Class: 041 Class Status: Active

Educational services, namely, organizing and conducting conferences in the fields of cancer, cancer recovery and

survival **Basis:** 1(a)

First Use Date: 2006-11-10

First Use in Commerce Date: 2006-11-10

ADDITIONAL INFORMATION

Disclaimer: "YOUNG ADULT ALLIANCE"

Prior Registration Number(s):

3052284

MADRID PROTOCOL INFORMATION

USPTO Reference Number: A0006456

International Registration Number: 0926679 International Registration Date: 2006-11-17 Original Filing Date with USPTO: 2006-11-17

International Registration Status: Application For IR Registered By IB

Date of International Registration Status: 2007-07-19 International Registration Renewal Date: 2016-11-17 Irregularity Reply by Date: (DATE NOT AVAILABLE)

Madrid History:

02-12-2010 - 07:54:45 - Change Of Owner Received From IB 02-20-2009 - 13:47:43 - Partial Ceasing Of Effect Processed By IB

06-30-2008 - 21:00:21 - Partial Ceasing Of Effect Notice Sent To IB

06-30-2008 - 10:42:46 - Ceasing Of Effect Processed

04-02-2008 - 08:28:20 - Partial Ceasing Of Effect To Be Processed

07-19-2007 - 18:03:50 - Application For IR Registered By IB

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05-14-2007 - 21:02:20 - Irregularity Response Sent To IB
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- 05-14-2007 10:35:29 Response To Irregularity Reviewed And Accepted
- 05-09-2007 15:26:47 Irregularity Response Received From Applicant
- 02-20-2007 15:46:45 Irregularity Notice Received From IB
- 11-17-2006 21:00:49 IR Certified And Sent To IB
- 11-17-2006 13:55:56 Automatically Certified
- 11-17-2006 13:55:56 New Application For IR Received

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

- 2009-10-29 Section 7 correction issued
- 2009-10-24 Case Assigned To Post Registration Paralegal
- 2009-09-10 TEAS Section 7 Request Received
- 2009-03-20 TEAS Change Of Correspondence Received
- 2008-01-01 Registered Principal Register
- 2007-11-26 Law Office Registration Review Completed
- 2007-11-23 Allowed for Registration Principal Register (SOU accepted)
- 2007-11-15 Statement Of Use Processing Complete
- 2007-11-15 Extension 1 granted
- 2007-10-30 Use Amendment Filed
- 2007-10-30 Extension 1 filed
- 2007-10-30 TEAS Extension Received
- 2007-10-30 TEAS Statement of Use Received
- 2007-05-01 NOA Mailed SOU Required From Applicant
- 2007-02-06 Published for opposition
- 2007-01-17 Notice of publication
- 2006-12-19 Law Office Publication Review Completed
- 2006-12-15 Assigned To LIE
- 2006-11-30 Approved For Pub Principal Register
- 2006-11-29 Teas/Email Correspondence Entered

2006-11-28 - Communication received from applicant

2006-11-28 - TEAS Response to Office Action Received

2006-08-16 - Non-final action e-mailed

2006-08-16 - Non-Final Action Written

2006-08-10 - Assigned To Examiner

2006-05-26 - Notice Of Pseudo Mark Mailed

2006-05-25 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Heather A. Dunn, Esq.

Correspondent

Heather A. Dunn, DLA Piper LLP (US) 555 Mission Street, Suite 2400 San Francisco CA 94105-2933

Phone Number: (415) 836-2557 Fax Number: (415) 836-2501

This page was generated by the TARR system on 2011-11-02 19:15:30 ET

Serial Number: 75821537 <u>Assignment Information</u> <u>Trademark Document Retrieval</u>

Registration Number: 2368904

Mark (words only): LIVE LONG, LIVE STRONG

Standard Character claim: No

Current Status: The registration has been renewed.

Date of Status: 2010-04-13

Filing Date: 1999-10-12

Transformed into a National Application: No

Registration Date: 2000-07-18

Register: Principal

Law Office Assigned: LAW OFFICE 101

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: (NOT AVAILABLE)

Date In Location: 2010-04-13

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. LANCE ARMSTRONG FOUNDATION

Address:

LANCE ARMSTRONG FOUNDATION

2201 E. 6th Street Austin, TX 78702 United States

Legal Entity Type: TEXAS NON-PROFIT CORPORATION State or Country Where Organized: (NOT AVAILABLE)

GOODS AND/OR SERVICES

International Class: 042 Class Status: Active

Consulting services in the field of personal fitness training

Basis: 1(a)

First Use Date: 1997-11-05

First Use in Commerce Date: 1997-11-05

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2010-04-13 - First renewal 10 year

2010-04-13 - Section 8 (10-year) accepted/ Section 9 granted

2010-04-05 - TEAS Section 8 & 9 Received

2009-09-09 - Applicant/Correspondence Changes (Non-Responsive) Entered

2009-09-09 - TEAS Change Of Owner Address Received

2009-08-19 - Automatic Update Of Assignment Of Ownership

2009-03-20 - TEAS Change Of Correspondence Received

2007-01-30 - Section 8 (6-year) accepted & Section 15 acknowledged

2007-01-30 - Assigned To Paralegal

2006-07-14 - Section 8 (6-year) and Section 15 Filed

2006-07-14 - TEAS Section 8 & 15 Received

2006-03-10 - Case File In TICRS

2006-02-07 - Attorney Revoked And/Or Appointed

2006-02-07 - TEAS Revoke/Appoint Attorney Received

2005-06-14 - TEAS Change Of Correspondence Received

2000-07-18 - Registered - Principal Register

2000-04-25 - Published for opposition

2000-03-24 - Notice of publication

2000-02-10 - Approved for Pub - Principal Register (Initial exam)

2000-01-27 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Heather A. Dunn

Correspondent

Heather A. Dunn DLA PIPER LLP (US) 555 MISSION STREET, SUITE 2400 SAN FRANCISCO CA 94105-2933 Phone Number: (415) 836-2557 Fax Number: (415) 836-2501

Domestic Representative

BUCKNAM AND ARCHER